



INVESTMENT INDUSTRY ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

## PRESS RELEASE

**For release at 2:00 p.m. EST Monday December 17**

### **IIAC welcomes IDA/RS merged organization “New Regco”**

**Toronto, December 17, 2007** – The Investment Industry Association of Canada (IIAC) congratulates the Investment Dealers Association of Canada (IDA) and Market Regulation Services Inc. (RS) on the merger of the two organizations. The new regulatory body, “New Regco”, will enhance the quality and effectiveness of Canada’s self-regulatory system, ensuring strong capital markets.

"The merger will simplify and streamline self-regulation, by eliminating overlap and duplication, and rationalizing the audit and compliance process. This outcome will reduce costs for investors and enhance regulatory efficiencies," said Ian Russell, President and Chief Executive Officer, IIAC.

The investment industry will benefit from the new organization’s broader mandate which includes trading, products and markets. This will allow for appropriate regulatory responses on industry changes, the adoption of uniform principles of regulation and will reinforce the distinction between regulatory and advocacy functions.

The Investment Industry Association of Canada (IIAC), formerly the industry association arm of the Investment Dealers Association of Canada (IDA), advances the position of the Canadian investment industry on regulatory and public policy issues. As the professional association for the industry, the Investment Industry Association has a mandate to promote efficient, fair and competitive capital markets for Canada while helping its member firms across the country succeed in the industry.

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#### **For more information:**

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