CIFSC CANADIAN INVESTMENT FUNDS STANDARDS COMMITTEE

NEWS RELEASE

For Immediate Release

CIFSC Introduces New Chair:

Toronto (Jan 28, 2011) – The Canadian Investment Funds Standards Committee (CIFSC) has appointed its Chair for 2011. Reid Baker, Analyst, Investment Analytics and Research at Fundata Canada has succeeded David O'Leary, Manager of Fund Analysis at Morningstar Canada effective January 1, 2011.

"I'm looking forward to this opportunity. David did an excellent job in the past year pushing forward new initiatives and ideas; we've made significant progress and accomplishments as a group. The committee is continuously faced with new issues and challenges on top of our regular duties, so it takes a substantial commitment from all the committee members. We've got a great group of people to work with."

Brian Bridger, Manager, Analytics and Data Operations, also of Fundata Canada, has been named the Vice-Chair.

About the CIFSC:

CIFSC is a volunteer organization, made up of competing organizations that collaborate to create and maintain a single standardized investment fund classification system for use across Canada. Its current membership includes representatives from the Canadian Life and Health Insurance Association (CLHIA), Cannex Financial Exchanges, FP Datagroup, Fundata Canada, The Globe and Mail, the Investment Funds Institute of Canada (IFIC), Lipper and individual consultants. More information is available at www.cifsc.org.

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