



CIFSC Introduces New Chair:

Toronto (Jan 3, 2014) – The Canadian Investment Funds Standards Committee (CIFSC) has elected Reid Baker, Manager, Analytics and Data at Fundata Canada Inc. as its Chair for the coming year, effective January 1, 2014. Congratulations to Mr. Baker for taking on this leadership role in guiding this volunteer organization which oversees the fund industry’s classification standards.

“I look forward to 2014 as we have some interesting and exciting items on the horizon and we continue to build on what’s been accomplished over the past few years. Thanks to Brian Bridger (previous Chair) and the rest of the group for their continued participation and efforts in moving the committee’s initiatives forward.”

Brian Bridger, Director, Analytics and Data at Fundata Canada will remain on as 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, Fundata Canada, Morningstar Canada, the Investment Funds Institute of Canada (IFIC), Thomson Reuters/Lipper, Canadian ETF Association and individual consultants.

For more information please visit www.cifsc.org or contact:

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