

## Raymond James Ltd. Hires HSBC Industry Veteran Doug Rowat and Jordan Benincasa to Join Private Client Solutions Team

August 30, 2011 – Toronto - Investment dealer Raymond James Ltd., the Canadian arm of North American investment dealer Raymond James Financial Inc., today announced the hiring of industry veteran Doug Rowat and Jordan Benincasa to join the firm's Private Client Solutions team. They will play key roles in delivering timely ideas and investment solutions for individual investors and their Financial Advisors.

"Both Doug and Jordan will play a big part in driving ongoing growth and higher standards of service to our Financial Advisors and their clients with actionable investment ideas, market commentary and portfolio solutions," says Mario Addeo, Senior Vice President, Private Client Solutions. "They bring a broad range of expertise, experience and market insights that will add a new dimension to our overall efforts."

Doug Rowat has a solid reputation in the industry and was formerly Senior Equity Specialist at HSBC Securities over the past 11 years. At HSBC, Doug was responsible for delivering retail equity guidance and research. He also contributed to the management of three guided equity portfolios, including an international offering, and together with Jordan Benincasa, collaborated on the oversight of HSBC's ETF Action List.

Jordan Benincasa was responsible for HSBC's mutual fund research and due diligence for the Canadian distribution channels. He managed HSBC's recommended list of mutual funds as well as the firm's ETF Action List. Prior to joining HSBC, Jordan was a Mutual Fund Analyst at Morningstar Inc. where he conducted mutual fund research and helped launch that firm's Mutual Funds Analyst Picks.

"Doug and Jordan join an already strong team that is playing an integral role in taking our private client solutions to a new level of excellence," says Mr. Addeo. "They will work closely with our Canadian and U.S. colleagues to ensure our Financial Advisors and their clients are benefitting from the North American perspective that is unique to Raymond James."

"Both are savvy and experienced communicators, and will serve as key corporate spokespersons sharing their market insights in various media sources and client presentations", added Addeo.

"I am excited to be joining a firm whose values underscore its ongoing commitment to providing exemplary financial care to its clients, at all times," says Rowat. "Especially in these volatile and challenging markets, it is more important than ever for individual investors and their families to be able to count on trusted advice from their Financial Advisor to help them create the best financial plan to protect and grow their portfolios. This has always been an important area of strength for Raymond James."

"It's exciting to be part of a team that shares the same focus," added Benincasa. "To deliver the best possible ideas in a timely and effective manner to help both advisors and more importantly, their clients with the best possible solutions for their investment plans."

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Raymond James is one of North America's leading full-service investment dealers and Canada's fastest growing independent investment dealer. Raymond James Ltd. is also a full service Canadian investment dealer with excellent equity research coverage of both Canadian and U.S. firms, strong access to the new issue market, innovative institutional equity teams and leading-edge financial products and services. Through its network of approximately 5,300 Financial Advisors across North America, including 450 Financial Advisors in Canada, Raymond James serves more than 2 million individual clients and manages more than \$270 billion in client assets under administration. For more information about Raymond James, please visit our web site at: [www.raymondjames.ca](http://www.raymondjames.ca).

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