

For Immediate Release

Raymond James Enhances Private Client Leadership Roles in Toronto and Victoria Branches David Finley and Sybil Verch Appointed Branch Managers

Toronto – January 4, 2012 – Investment dealer Raymond James Ltd., the Canadian arm of North American investment dealer Raymond James Financial, Inc., today announced two significant additions to its team of Branch Managers effective immediately.

David Finley joins the firm as Senior Vice President, Branch Manager of the Toronto flagship branch on the 53rd floor of Scotia Plaza. On the west coast, Sybil Verch takes on the role of Vice President, Branch Manager at the firm's Victoria, BC branch.

David Finley brings extensive experience in various senior roles in wealth management and as an entrepreneur. Most recently, he was co-President of Accretive Advisor, an online firm designed to help engage investors with compatible Financial Advisors. Prior to that, he held a senior National Sales and Marketing role at Wellington West. David was also Founder, President and CEO of ClearSight Wealth Management Inc.

Sybil Verch joined Raymond James this past October from HSBC Securities. Over her 18 years as a Financial Advisor, she and her team have earned a sterling reputation for delivering customized wealth management solutions to individual investors and their families in Victoria and across Vancouver Island. She has also been recognized as one of Vancouver Island's Top 40 Under 40 professionals for her success in the financial services industry and especially for her passion for helping others through her volunteer interests.

"We are proud to welcome both David and Sybil to their new roles as Branch Managers with Raymond James," says Terry Hetherington, Executive Vice President and Head of the Private Client Group. "Their professionalism, energy and service focus will benefit their teams of financial advisors and their clients, as well as many others across the firm."

"Raymond James is committed to growing the nation's premier investment dealer by developing and attracting talented leaders, such as David and Sybil, to our already strong team of professionals. This will continue to be our number one priority," says Hetherington.

Raymond James is a leading North American independent full service investment dealer offering an extensive range of professional investment services and products including: private client services, financial and estate planning, portfolio management, insurance, equity research, investment banking and institutional sales and trading. Through its network of approximately 5,400 Financial Advisors across North America and in key international centers, Raymond James serves more than 2 million individual clients and manages more than \$268 billion in client assets under administration. For more information about Raymond James, please visit our web site at: www.raymondjames.ca.

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