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FOR IMMEDIATE RELEASE

Raymond James Adds Senior Industry Executive Richard Rousseau to Private Client Group

October 16, 2013 – Toronto – Investment dealer Raymond James Ltd., the Canadian arm of North American investment dealer Raymond James Financial, Inc., today announced that senior industry executive Richard Rousseau will be joining the firm's Private Client Group, effective January 1, 2014.

Rousseau is widely respected throughout the securities industry and most recently served as Vice-Chairman, Executive Vice President and National Sales Manager of National Bank Financial.

“Richard's reputation speaks for itself. He is a leader in our business and also in his volunteer activities and community contributions,” says Paul Allison, Chairman and CEO of Raymond James Ltd. “His depth of experience and industry knowledge strengthens our already strong team in our Private Client business and will benefit our ongoing strategic developments and growth nationally.”

Rousseau will join the firm as Senior Vice President, Private Client Group and will be based in the firm's Montreal office. His primary focus will be to build out Raymond James' Quebec Private Client business by attracting quality Financial Advisors, while also contributing to the firm's growth across Canada. He will also serve on the firm's senior management team as a member of the Private Client Group Operating Committee.

“Richard's reputation in the industry will help us in many ways to accelerate and lead our growth plans for our Private Client business in Quebec,” says Terry Hetherington, Executive Vice President, Private Client Group. “We are committed to building a stronger presence in Quebec and firmly believe Quebecers will benefit from greater access to a strong, independent alternative to bank-owned dealers.”

Rousseau has been an active supporter of various industry associations including being a member of the Board of the Investment Industry Association of Canada (IIAC) from 2010-2012, and the National Advisory Committee Chair of the predecessor association, the Investment Dealers Association (IDA) from 2000 to 2002. In addition, he has been the President of National Bank Financial's 2009 and 2010 United Way (Centraide) Campaigns. He also continues as a Board Member for Free the Children, a volunteer role he has undertaken since 2009.

“It's very exciting for me to be joining a unique firm whose primary focus is Financial Advisors and their clients,” says Rousseau. “Raymond James is a firm that celebrates the freedom for advisors to always put the needs of clients first, with no push to sell proprietary products, plus the backing of a North American leader capable of delivering world class wealth management solutions in communities in Quebec and throughout Canada.”

Raymond James Ltd.

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Raymond James is a leading North American independent full service investment dealer offering an extensive range of professional investment service and products including: private client services, financial and estate planning services, portfolio management, insurance, equity research, investment banking and institutional sales and trading.

Through its network of approximately 6,300 Financial Advisors across Canada, the United States and key international centres, Raymond James serves more than 2.5 million individual clients and families, and manages more than \$410 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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