

MEDIA ADVISORY: ACCESS TO QUARTERLY AND YEAR-END RESULTS INFORMATION

TORONTO, May 3, 2011 – Canaccord Financial Inc. (TSX: CF, AIM: CF.) is scheduled to release its fourth quarter and fiscal 2011 year-end earnings and supplementary financial information on Tuesday, May 17, 2011, after market close on the TSX. Interested investors, the media and other stakeholders may review the earnings release and supplementary financial information at www.canaccordfinancial.com.

QUARTERLY CONFERENCE CALL AND WEBCAST:

Interested parties are invited to listen to Canaccord's fourth quarter fiscal 2011 results conference call with analysts and institutional investors, via a live webcast or a toll free number. The conference call is scheduled for Wednesday, May 18, 2011 at 5:00 a.m. (Pacific Time), 8:00 a.m. (Eastern Time) and 1:00 p.m. (UK Time). At that time, senior executives will comment on the results for the fourth quarter and fiscal 2011 year and respond to questions from analysts and institutional investors.

The conference call may be accessed live and archived on a listen-only basis via the internet at: www.canaccordfinancial.com/EN/NewsEvents/Pages/Events.aspx

Analysts and institutional investors can call in via telephone at:

- 647-427-7450 (within Toronto)
- 1-888-231-8191 (toll free outside Toronto)
- 0-800-051-7107 (toll free from the United Kingdom)
- 10-800-714-1191 (toll free from Northern China)
- 10-800-140-1195 (toll free from Southern China)

Please request to participate in Canaccord Financial's Q4/11 earnings call and enter passcode 59939918.

A replay of the conference call can be accessed after 8:00 a.m. (Pacific Time), 11:00 a.m. (Eastern Time) and 4:00 p.m. (UK Time) on May 18, 2011 until July 1, 2011 at 416-849-0833 or 1-800-642-1687 by entering passcode 59939918.

ABOUT CANACCORD FINANCIAL INC.:

Through its principal subsidiaries, Canaccord Financial Inc. is a leading independent, full-service financial services firm, with operations in two principal segments of the securities industry: wealth management and global capital markets. Since its establishment in 1950, Canaccord has been driven by an unwavering commitment to building lasting client relationships. We achieve this by generating value for our individual, institutional and corporate clients through comprehensive investment solutions, brokerage services and investment banking services. Canaccord has 46 offices worldwide, including 32 Wealth Management offices located across Canada. Canaccord Genuity, the international capital markets division, operates in Canada, the U.S., the U.K., China and Barbados.

Canaccord Financial Inc. is publicly traded under the symbol CF on the TSX and the symbol CF. on AIM, a market operated by the London Stock Exchange.

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