



CI FINANCIAL CORP. July 31, 2010 MONTH-END STATISTICS			
MONTHLY SALES DATA RETAIL MANAGED FUNDS	GROSS SALES (millions)	REDEMPTIONS (millions)	NET SALES (millions)
Long-term funds	\$751	\$554	\$197
Short-term funds	\$64	\$67	-\$3
<b>TOTAL RETAIL FUNDS</b>	<b>\$815</b>	<b>\$621</b>	<b>\$194</b>

FEE-EARNING ASSETS	June 30/10 (millions)	July 31/10 (millions)	% Change
Retail assets under management	\$61,263	\$63,589	3.8%
Institutional managed assets	3,370	3,500	3.9%
<b>TOTAL assets under management</b>	<b>\$64,633</b>	<b>\$67,089</b>	<b>3.8%</b>
Assante assets under administration*	20,424	21,046	3.0%
CI other fee-earning assets	631	624	-1.1%
<b>TOTAL FEE-EARNING ASSETS</b>	<b>\$85,688</b>	<b>\$88,759</b>	<b>3.6%</b>

MONTHLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	June 30/10 (millions)	July 31/10 (millions)	% Change
Monthly average retail assets	\$62,498	\$62,537	0.1%

QUARTERLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	June 30/10 (millions)	July 31/10 (millions)	% Change
Quarterly average retail assets	\$63,515	\$62,537	-1.5%

FISCAL AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Fiscal 2009 (millions)	Fiscal 2010 (millions)	% Change
Fiscal year average retail assets	\$55,430	\$63,089	13.8%

EQUITY		FINANCIAL POSITION (millions)	
Total outstanding shares	287,893,633	Debt Outstanding	\$671
QTD weighted avg. shares	287,959,051	Cash and marketable securities	(69)
Yield at \$19.44	4.0%	Net debt outstanding	\$602
In-the-money options	4,615,071		
Percentage of all options	68%	Terminal redemption value of funds	\$801
All options % of shares	2.4%		

\*Includes CI and United Financial investment fund assets administered by Assante advisors.

ESTIMATED GEOGRAPHIC EXPOSURE OF AUM			
Canada	52%	Asia	3%
United States	24%	Other	4%
Europe	9%	Cash	8%