

News Release

CI FINANCIAL CORP. August 31, 2010 MONTH-END STATISTICS			
MONTHLY SALES DATA RETAIL MANAGED FUNDS	GROSS SALES (millions)	REDEMPTIONS (millions)	NET SALES (millions)
Long-term funds	\$517	\$533	-\$16
Short-term funds	\$70	\$69	\$1
TOTAL RETAIL FUNDS	\$587	\$602	-\$15

FEE-EARNING ASSETS	Jul 31/10 (millions)	Aug 31/10 (millions)	% Change
Retail assets under management	\$63,589	\$63,172	-0.7%
Institutional managed assets	3,500	3,555	1.6%
TOTAL assets under management	\$67,089	\$66,727	-0.5%
Assante assets under administration*	20,966	21,246	1.3%
CI other fee-earning assets	624	564	-9.6%
TOTAL FEE-EARNING ASSETS	\$88,679	\$88,537	-0.2%

MONTHLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Jul 31/10 (millions)	Aug 31/10 (millions)	% Change
Monthly average retail assets	\$62,537	\$63,352	1.3%

QUARTERLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Jun 30/10 (millions)	Aug 31/10 (millions)	% Change
Quarterly average retail assets	\$63,515	\$62,944	-0.9%

FISCAL AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Fiscal 2009 (millions)	Fiscal 2010 (millions)	% Change
Fiscal year average retail assets	\$55,430	\$63,122	13.9%

EQUITY		FINANCIAL POSITION (millions)	
Total outstanding shares	287,546,700	Debt Outstanding	\$733
QTD weighted avg. shares	287,811,445	Cash and marketable securities	(140)
Yield at \$19.80	3.9%	Net debt outstanding	\$593
In-the-money options	4,805,593	Terminal redemption value of funds	\$800
Percentage of all options	71%		
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	4%
United States	24%	Other	4%
Europe	8%	Cash	8%