



CI FINANCIAL CORP. September 30, 2010 MONTH-END STATISTICS			
MONTHLY SALES DATA RETAIL MANAGED FUNDS	GROSS SALES (millions)	REDEMPTIONS (millions)	NET SALES (millions)
Long-term funds	\$711	\$682	\$29
Short-term funds	\$69	\$66	\$3
TOTAL RETAIL FUNDS	\$780	\$748	\$32

FEE-EARNING ASSETS	Aug. 31/10 (millions)	Sept. 30/10 (millions)	% Change
Retail assets under management	\$63,173	\$65,631	3.9%
Institutional managed assets	3,555	3,599	1.2%
TOTAL assets under management	\$66,728	\$69,230	3.7%
Assante assets under administration*	20,936	21,628	3.3%
CI other fee-earning assets	557	592	6.3%
TOTAL FEE-EARNING ASSETS	\$88,221	\$91,450	3.7%

MONTHLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Aug. 31/10 (millions)	Sept. 30/10 (millions)	% Change
Monthly average retail assets	\$63,352	\$64,731	2.2%

QUARTERLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	June 30/10 (millions)	Sept. 30/10 (millions)	% Change
Quarterly average retail assets	\$63,515	\$63,527	0.0%

FISCAL AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Fiscal 2009 (millions)	Fiscal 2010 (millions)	% Change
Fiscal year average retail assets	\$55,430	\$63,299	14.2%

EQUITY		FINANCIAL POSITION (millions)	
Total outstanding shares	287,559,301	Debt Outstanding	\$728
QTD weighted avg. shares	287,727,229	Cash and marketable securities	(163)
Yield at \$20.75	3.8%	Net debt outstanding	\$565
In-the-money options	4,766,159	Terminal redemption value of funds	\$801
Percentage of all options	71%		
All options % of shares	2.3%		

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

ESTIMATED GEOGRAPHIC EXPOSURE OF AUM			
Canada	52%	Asia	3%
United States	25%	Other	4%
Europe	10%	Cash	6%