



CI FINANCIAL CORP. October 31, 2010 MONTH-END STATISTICS			
MONTHLY SALES DATA MANAGED FUNDS	GROSS SALES (millions)	REDEMPTIONS (millions)	NET SALES (millions)
Long-term funds	\$677	\$637	\$40
Short-term funds	\$66	\$60	\$6
<b>TOTAL FUNDS</b>	<b>\$743</b>	<b>\$697</b>	<b>\$46</b>

FEE-EARNING ASSETS	Sept. 30/10 (millions)	Oct. 31/10 (millions)	% Change
Retail assets under management	\$65,694	\$67,162	2.2%
Pooled assets*	1,069	1,063	-0.6%
<b>TOTAL assets under management</b>	<b>\$66,763</b>	<b>\$68,225</b>	<b>2.2%</b>
Assante assets under administration**	21,650	22,084	2.0%
CI other fee-earning assets	592	604	2.0%
<b>TOTAL FEE-EARNING ASSETS</b>	<b>\$89,005</b>	<b>\$90,913</b>	<b>2.1%</b>

MONTHLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Sept. 30/10 (millions)	Oct. 31/10 (millions)	% Change
Monthly average retail assets	\$64,733	\$66,631	2.9%

QUARTERLY AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Sept. 30/10 (millions)	Oct. 31/10 (millions)	% Change
Quarterly average retail assets	\$63,528	\$66,631	4.9%

FISCAL AVERAGE RETAIL ASSETS UNDER MANAGEMENT	Fiscal 2009 (millions)	Fiscal 2010 (millions)	% Change
Fiscal year average retail assets	\$55,430	\$63,639	14.8%

EQUITY		FINANCIAL POSITION (millions)	
Total outstanding shares	287,583,423	Debt Outstanding	\$721
QTD weighted avg. shares	287,563,814	Cash and marketable securities	(176)
Yield at \$21.35	3.7%	Net debt outstanding	\$545
In-the-money options	6,683,723	Terminal redemption value of funds	\$802
Percentage of all options	99%		
All options % of shares	2.3%		

\* No longer includes 25% of \$10 billion in assets managed by Altrinsic Global Advisors, LLC.

\*\* 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	10%	Cash	7%