



PERIMETER
CBID™

Perimeter announces fair market principles governing CBID™ marketplace

TORONTO, October 18, 2010 – Perimeter Markets Inc. is pleased to announce its commitment to a defined set of fair market principles governing all activity on the CBID™ fixed-income marketplace. These principles of competition, transparency and fairness maintain a framework of integrity for CBID trading and ensure fair dealing among all market participants. They govern every aspect of the CBID business, including the marketplace matching engine, user interfaces, business processes and participation agreements.

"With interest in electronic fixed-income trading continuing to grow, we believe the time is right to formally commit to the principles that have defined and differentiated the CBID marketplace since it started trading in 2001," said Geoff Eby, President, Perimeter Markets Inc.

"We've leveraged the rules already well established in the equity world, paid close attention to the evolving regulations governing over-the-counter transactions and sought input from our many market participants. The result is a set of common sense principles that we believe individual bond investors and the firms that serve them can understand and support."

CBID Fair Market Principles

1. **Competition** - All orders should be processed in a live, multi-party auction and executed at the best available price.
2. **Transparency** - All trade decisions should be informed by detailed security, pricing and market context information.
3. **Fairness** - All market participants and orders should be treated equally without bias or prejudice.

"These fair market principles clearly define what we believe is the best possible way to operate and govern the CBID marketplace for the benefit of both our market participants and the individual investors they serve," said Lawrence McCann, Vice-President, CBID, Perimeter Markets Inc.

"They drive every aspect of our business and wherever possible are coded into the technology platform that supports the marketplace itself. We see acceptance of these principles continuing to grow in the industry and are excited to provide CBID participants with the opportunity to trade in accordance with them in a cost-effective and efficient electronic marketplace."

About Perimeter Markets Inc.

Through its CBID™ product suite, Perimeter Markets Inc. operates Canada's leading multi-participant electronic bond trading marketplace, delivering transparency and efficiency to various components of the Canadian fixed-income industry. CBID brings together the investment dealers, investment counsellors and discount brokerage firms that serve individual Canadian investors. CBID Institutional facilitates electronic and anonymous trading between the country's largest buy and sell-side firms. CBID Futures provides institutional traders with direct access to the Montreal Exchange in order to trade interest rate futures. Perimeter Markets Inc. is a member of IIROC and CIPF and a wholly owned subsidiary of Perimeter Financial Corp.,

which is a wholly owned subsidiary of CI Financial Corp. BondView and CBID are trademarks of Perimeter Markets Inc.

For further information, please contact:

Geoff Eby

President

Perimeter Markets Inc.

geoff.eby@pfin.ca

(416) 681-7017

www.pfin.ca

Lawrence McCann

Vice-President, CBID™

Perimeter Markets Inc.

lawrence.mccann@pfin.ca

(416) 681-7669