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Perimeter launches BondView™ subscription service

TORONTO, March 3, 2010 – Perimeter Markets Inc. is pleased to announce the launch of BondView(TM) – a subscription service providing individual investors with real-time price and yield information on thousands of Canadian dollar fixed-income issues.

BondView is powered by CBID(TM), Perimeter's electronic, multi-dealer fixed-income marketplace which operates specifically for investment dealers, investment counselors and discount brokerage firms serving individual Canadian investors.

"Since launching our CanadianFixedIncome.ca site in 2008, we have built a loyal following of investors looking for greater visibility in the fixed-income marketplace," said Geoff Eby, President, Perimeter Markets Inc. "Many have told us that they want more detailed and timely information than the end-of-day pricing available on the www.CanadianFixedIncome.ca website. As a result, we are introducing BondView to meet that demand."

After a seven-day free trial period, BondView subscribers will pay \$19.99 per month to gain access to a wealth of fixed-income information, analysis tools, real-time pricing and yield information on thousands of Canadian dollar fixed-income issues, such as T-bills, and Government of Canada, provincial and corporate bonds.

"The unique nature and rapid growth of CBID makes it an ideal source of information for individual investors," said Lawrence McCann, Vice President, CBID. "Unlike other bond information sources where pricing may only be indicative and based on institutional orders of \$1 million or more, BondView provides actual live wholesale prices and yields for trades as small as \$5,000. Knowledge of wholesale pricing can be very useful, even though investors will likely incur additional trading charges or commissions when they place a trade."

To become a BondView subscriber, or to learn more about a BondView subscription, visit www.CanadianFixedIncome.ca.

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(TM) brings together the investment dealers, investment counselors and discount brokerage firms that serve individual Canadian investors. CBID(TM) Institutional facilitates electronic and anonymous trading between the country's largest buy and sell-side firms. CBID(TM) 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.

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