

## **National Bank Financial Group wins Structured Products House of the Year, Canada Award**

**Montreal, May 11, 2011** – National Bank Financial Group, represented by its Financial Products Solutions Group, has won the prestigious *Structured Products House of the Year, Canada Award* at a ceremony held in Coral Gables, Florida, on May 5, 2011.

Awarded by *Structured Products* magazine, an internationally notorious publication, this award is the only one that recognizes excellence in the Canadian structured products industry. Winning this prize acknowledges the creativity and consistent results demonstrated by all the units involved in engineering and distributing structured products within National Bank Financial Group.

The group received this award for three major reasons: its ability to consistently engineer products that meet the investment needs of their clients, its unrivalled innovativeness and the launch of Bespoke Notes platform, a unique solution in the Canadian industry. This new platform gives advisors the ability to build tailored non-principal protected deposit notes to reflect a targeted investment strategy.

“We are very proud to have been recognized and have our team’s position as the reference in structured products in Canada confirmed in such an eloquent way,” said François Rivard, Managing Director of the Financial Products Solutions Group. “The entire team’s ability to innovate constantly while never losing sight of our clients’ needs has been triumphant and this prize will most definitely motivate us to continue enhancing our momentum in the years to come.”

### **About Financial Products Solutions Group**

The Financial Products Solutions Group (FPS) offers its clients a wide range of investment solutions as part of an integrated, comprehensive and flexible approach. With this approach and the support of a diversified product portfolio, it is committed to designing, delivering and supporting effective structured product solutions. The FPS Group’s mission is to protect, enhance and diversify its clients’ wealth. For more information contact the FPS Group at 1-877-879-6423 or go to [www.fpsgroup.ca](http://www.fpsgroup.ca).

### **About National Bank of Canada**

*National Bank of Canada is an integrated group that provides comprehensive financial services to consumers, small and medium-sized enterprises and large corporations in its core market, while offering specialized services to its clients elsewhere in the world. National Bank offers a full array of banking services, including retail, corporate and investment banking. It is an active player on international capital markets and, through its subsidiaries, is involved in securities brokerage, insurance and wealth management as well as mutual fund and retirement plan management. National Bank has over \$152 billion in assets and, together with its subsidiaries, employs 18,407 people. The Bank’s securities are listed on the Toronto Stock Exchange (NA:TSX). For more information, visit the Bank’s website at [www.nbc.ca](http://www.nbc.ca). To access National Bank Financial Group’s financial education portal, visit [www.clearfacts.ca](http://www.clearfacts.ca).*

- 30 -

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