

Imprints
Grey House Publishing
Sedgwick Press
Universal Reference Publications



518-789-8700
800-562-2139
Fax: 518-789-0556
E-mail: books@greyhouse.com
www.greyhouse.com

For Immediate Release

June 18, 2007

Contact: Jessica Moody, VP Marketing
Grey House Publishing
(800) 562-2139 x101
jmoody@greyhouse.com

**Grey House Publishing Canada announces the Tenth
Edition of *Financial Services Canada***

Grey House Publishing Canada is proud to announce the publication of the Tenth Edition of *Financial Services Canada*. Previously published by Micromedia/ProQuest, this is Grey House's first edition. *Financial Services Canada* provides the most comprehensive picture of Canada's financial sector, with nearly 18,000 listings.

This 2007 edition features hundreds of new entries, 90% verification of existing entries, new executive names, and business profiles. Chapters now include informative articles addressing important issues for those in the Canadian financial services industry. These additions, along with changes to the format, all make this tenth edition a more useful and in-depth marketing tool than previous editions.

One of the major changes you'll find is the inclusion of the editorial material and other educational tools. There are six articles spread throughout the book, each focusing on a particular issue relevant to the financial sector. Subjects include: "Competition in the Canadian Financial Services Sector," "Study Shows Business Performance Consistently Benefits from CA Advantage," "Recent Trends in Corporate Finance," and "AIM Trimark Investments Federal Budget Analysis 2007." Chapters also include helpful charts illustrating important data, such as: Statistics of Growth and Progress in Canada, and Operating Profits by Major Industry.

Financial Services Canada breaks the financial community into nine comprehensive chapters, including Banks & Depositories, Insurance Companies, Government, Accounting & Law, Investment Management, and Major Companies.

-continued-

Grey House Publishing Canada Announces the Tenth Edition of *Financial Services Canada*

The first chapter, Banks & Depository Institutions, naturally is the largest and features seven sub-sections: Domestic Banks, Foreign Banks, Foreign Bank Branches, Foreign Bank Representative Offices, Savings Banks, Trust Companies, and Credit Unions/Caisses Populaires.

The Government chapter includes the popular Quick-Reference Guide pinpointing various government agencies, by topic, that are important to financial services, such as Audits & Auditors-General, Business Development, Community Financing, Debt Management, Financing & Loans, and more. Following the Quick-Reference Guide are the more detailed listings for government agencies at the federal, provincial, and territorial level.

Two new chapters at the back of the book detail Associations and Publications that serve the financial services industry. Listings include top executives, publishers, editors, frequency of publication, and brief descriptions of content.

Financial Services Canada features three indexes to help the user navigate to the exact listing needed. The first is an Alphabetical Index, sorting every main office entry in the directory alphabetically by name. The second, a Geographic Index, lists the locations of financial institutions and their branches by town or city. Listings in this Index are arranged by province, then alphabetically by city or town name. The third index, Executive Name Index, lists all key personnel included in the volume alphabetically by last name. In addition to the executive's name, his or her title and organization name is also listed.

With a decade of publication behind *Financial Services Canada*, this thoroughly-researched and comprehensive volume is an asset to anyone involved in Canada's financial sector. Featuring listings for every facet of the Canadian financial industry, this brand new edition functions as a directory, a research tool, a marketing resource, and a handy reference.

Financial Services Canada

Hardcover ISBN: 978-1-59237-221-8

1,068 pages

\$315.00

Editorial Manager: Robert Lang

Publisher: Leslie Mackenzie