



News Release

IGM FINANCIAL INC. ANNOUNCES JULY 2011 TOTAL ASSETS UNDER MANAGEMENT

Winnipeg – August 3, 2011: IGM Financial Inc. (IGM) (TSX: IGM) today reported total assets under management of \$128.1-billion at July 31, 2011, compared with \$130.2-billion at June 30, 2011 and \$119.0-billion at July 31, 2010. Mutual fund assets under management were \$106.7-billion as at July 31, 2011, compared with \$108.6-billion at June 30, 2011 and \$99.4-billion at July 31, 2010. Assets under management are shown in Table 1.

Table 1 - Assets under Management

| (\$ billions) (unaudited) | July 2011 | June 2011 | July 2010 | % Change Last Month | % Change YOY |
|---|-----------|-----------|-----------|------------------------|-----------------|
| Total Assets under Management ¹ | \$128.12 | \$130.16 | \$119.00 | (1.6) | 7.7 |
| Mutual Fund Assets under Management | \$106.73 | \$108.61 | \$99.42 | (1.7) | 7.4 |
| Investors Group | | | | | |
| Mutual Funds | \$60.87 | \$62.16 | \$57.26 | (2.1) | 6.3 |
| Mackenzie | | | | | |
| Mutual Funds | \$43.03 | \$43.60 | \$39.90 | (1.3) | 7.8 |
| Sub-advisory, institutional and other accounts | \$25.00 | \$25.21 | \$22.50 | (0.8) | 11.1 |
| Total | \$68.03 | \$68.81 | \$62.40 | (1.1) | 9.0 |
| Counsel | | | | | |
| Mutual Funds | \$2.83 | \$2.85 | \$2.26 | (0.7) | 25.2 |

Preliminary average mutual fund assets under management and average total assets under management for the quarter to date are set out in Table 2.

Table 2 - Average Assets under Management

| (\$ billions) (unaudited) | Quarter to Date |
|---|-----------------|
| Total Average Assets under Management ^{2,3} | \$129.79 |
| Mutual Fund Average Assets under Management | \$108.31 |
| Investors Group | |
| Mutual Funds | \$61.86 |
| Mackenzie | |
| Mutual Funds | \$43.60 |
| Sub-advisory, institutional and other accounts | \$25.10 |
| Total | \$68.70 |
| Counsel | |
| Mutual Funds | \$2.85 |

¹ excludes assets managed by Mackenzie on behalf of Investors Group and Investment Planning Counsel. These assets have a value of \$3.6-billion at July 31, 2011 (\$3.7-billion at June 30, 2011 and \$2.9-billion at July 31, 2010).

² excludes average assets of \$3.6-billion managed by Mackenzie on behalf of Investors Group and Investment Planning Counsel.

³ based on daily average mutual fund assets and month-end average private, institutional, sub-advisory and other assets.

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IGM Financial Inc. is one of Canada's premier personal financial services companies, and one of the country's largest managers and distributors of mutual funds and other managed asset products, with over \$128 billion in total assets under management. Its activities are carried out principally through Investors Group through a network of over 4,500 Consultants, Mackenzie Financial Corporation through a diversified network of third-party financial advisors and Investment Planning Counsel through a network of financial planners who are dedicated to serving the needs of their clients. IGM Financial Inc. is a member of the Power Financial Corporation group of companies.

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