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Unique initiative from Invesco Trimark encourages Canadians to proceed with confidence

Toronto, September 15 – Invesco Trimark helps arm investors and advisors with the practical resources they need to face their financial future with knowledge and discipline. In keeping with this tradition of providing relevant and timely information, today marks the launch of a new campaign that celebrates the resiliency of the human spirit and encourages productive conversations between investors and their advisors.

This unique campaign is a departure from the standard approach taken by the investment industry. Featured online at knowingpays.ca, the “Resiliency” campaign, which includes print advertising, online banners and television sponsorships, boldly addresses the fact that Canadians have faced extraordinarily tough times but also champions how well people have coped over the past year. Visitors to the website gain access to timely perspectives on market cycles, investment decisions and dealing with financial crises. This most recent campaign builds on the previous success of Invesco Trimark’s “Tame the bear” initiative designed to help Canadians make the most of bear market conditions.

“Last year was one of the worst financial periods in our lifetime,” says Peter Intraligi, President of Invesco Trimark. “We believe the best thing for investors is to focus on the things they can control. Seeking to better understand investment insights is a great place to start.”

The site also contains the Human Spirit Index (HSI), developed by Invesco Trimark. By aggregating various international online information sources, the HSI captures a daily reading of the human spirit using five universal factors of well-being: physical, intellectual, spiritual, economic and social. The index reflects just how stable and resilient the human spirit can be, particularly during challenging economic periods.

To view the campaign microsite, please visit knowingpays.ca.



Invesco Trimark Ltd. is one of Canada's largest investment management companies, with approximately C\$28.5 billion* in assets under management. A subsidiary of Invesco Ltd., Invesco Trimark offers a diversified suite of investment solutions to institutions, organizations, companies and individual investors across Canada and around the world. Invesco Ltd. is a leading independent global investment management company, dedicated to helping people worldwide build their financial security. By delivering the combined power of our distinctive worldwide investment management capabilities, Invesco provides a comprehensive array of enduring investment solutions for retail, institutional and high net worth clients around the world. Operating in 20 countries, the company is listed on the New York Stock Exchange under the symbol IVZ. Additional information is available at www.invesco.com.

*As at July 31, 2009