Counsel appoints PanAgora as asset allocation specialist for Counsel World Managed Portfolio, and revises risk category rating for Counsel Fixed Income

Toronto (April 28, 2009): Counsel Wealth Management® today announced the appointment of PanAgora Asset Management Inc. as the global tactical asset allocation specialist for Counsel World Managed Portfolio. PanAgora, a Boston-based asset management firm, will replace Credit Suisse Asset Management LLC effective on or about April 28, 2009.

Established in 1989, PanAgora is a leader in quantitative structured investment strategies. The firm's investment philosophy combines the principles of behavioural finance with the long-term cyclical view of the market. Using a quantitative management investment approach, PanAgora identifies opportunities to capitalize on short-term changes within each asset class.

Counsel World Managed Portfolio is globally diversified across various asset classes and managed by nine investment specialists, either directly or through an underlying mutual fund. Each investment specialist has been appointed for their individual expertise in a specific geographic market, asset class and/or investment style. As a Portfolio Service, Counsel monitors each investment specialist so that they continue to remain the ideal money manager for the objectives of our mandates.

Counsel has revised the risk category rating for Counsel Fixed Income from "low to moderate", to "low", effective immediately. "The revision reflects reduced volatility in Counsel Fixed Income as the mandate's permitted exposure to equity-related investments has decreased" says Sam Febbraro, Counsel's President & CEO.

"Counsel regularly evaluates the risk profile of all Counsel investment solutions. These evaluations allow us to determine if the anticipated level of volatility within a portfolio is consistent with its investment objectives," Mr. Febbraro elaborates.

About Counsel Wealth Management®

Counsel Wealth Management is a wholly-owned investment management firm of Investment Planning Counsel Inc. Counsel was formed to support the partnership between financial advisors and their clients by providing comprehensive, objective portfolio solutions, and exclusively utilizing the strength and expertise of independent portfolio managers.

For more information, please contact:
Meredith Adolph
Environics Communications
P: 416-969-2667
E: MAdolph@environicspr.com

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments and the use of an asset allocation service. Please read the prospectus of the mutual funds in which investment may be made under the asset allocation service before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.