

**Press Release Final Draft
September 26, 2011**

**IA Clarington launches new corporate bond fund with portfolio manager
Dan Bastasic.**

Toronto, Ontario, September 26th, 2011 - IA Clarington Investments Inc. ("IA Clarington" or the "Company"), today announced the launch of the IA Clarington Strategic Corporate Bond Fund. The Fund will focus on corporate and high yield fixed income securities with an expected average credit rating of between B and BBB and will be run by award-winning portfolio manager Dan Bastasic.

Mr. Bastasic recently joined IA Clarington from Mackenzie Financial Corporation, where he managed several funds with combined assets of more than \$2.8 billion, more than half of which was in the Mackenzie Sentinel Corporate Bond Fund.

"The economic realities facing investors have changed dramatically," said Mr. Bastasic. "An aging population combined with historically low interest rates creates a significant challenge for those in need of income. Opportunities are present in the corporate and high yield credit markets that allow us to seek out equity-like return profiles with considerably less risk than most equity investments. I believe that our active approach to providing an alternative to traditional fixed income vehicles will create more viable options for investors."

The fund offers a variety of purchase options, including Series A, Series T and Series F securities, as well as IA Clarington's new elite pricing series, Series E, which offers investors a reduction in fees for a minimum investment of \$150,000.

Dan Bastasic currently also manages the IA Clarington Strategic Income Fund and the IA Clarington Strategic Equity Income Fund, the underlying fund of both the IA Clarington Dividend Income GIF and the IA Ecoflextra Dividend Income Fund.

"We're extremely pleased to offer investors a successful and experienced portfolio manager like Dan and we believe the IA Clarington Strategic Corporate Bond Fund will be a fantastic complement to our existing income-oriented products," said Eric Frape, Senior Vice President of Product and Business Development. "We see exceptional growth opportunities in income-oriented products, driven primarily by Canadian investors' appetite for income."

Income-oriented funds represented over 60% of the Canadian mutual fund industry's assets as of March 31, 2011, according to an IA Clarington calculation based on statistics from The Investment Funds Institute of Canada (IFIC).

About IA Clarington

IA Clarington Investments Inc., a subsidiary of Industrial Alliance Insurance and Financial Services Inc., markets a wide range of investment products, including mutual funds and segregated funds managed by leading portfolio advisors. The Company's philosophy is to select outstanding money managers from across Canada and around the world to manage its funds. IA Clarington managed more than \$10.3 billion in assets as at August 31st, 2011. www.iaclarington.com

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