

Scotiabank Executive Ranks Among Alberta's 50 Most Influential People

CALGARY, TORONTO, June 29, 2012 – Scotiabank's Global Banking and Markets (GBM) executive Matt Giffen was acknowledged today as one of Alberta's 50 most influential people by *Alberta Venture* magazine.

"I am honoured to be considered among the ranks of Alberta's 50 most influential people," said Mr. Giffen, Global Head, Commodities, Energy and Agriculture, at Scotiabank. "There is tremendous potential in the Province of Alberta and it is exhilarating for me personally, and for Scotiabank, to be an active participant in this dynamic economy."

Alberta's 50 most influential people are featured in the cover story of the July issue of *Alberta Venture*. The publication is also available online at www.albertaventure.com. The publication highlights business, culture and public sector giants, recognizing "50 people who had the biggest impact, both individually and collectively, on shaping opinions, ideas and actions in the province over the past year."

"Picking a list of the 50 most influential Albertans is not simple," said Michael Ganley, editor of *Alberta Venture*. "Not only are there 3.7 million people to choose from, but influence can reside in the most unlikely of places."

Owner of a cattle ranch near Pincher Creek, Alberta, Mr. Giffen launched Scotiabank's oil and gas trading business in 2008 and established the headquarters for the Bank's trading and origination businesses in Calgary in 2011. Last year, Mr. Giffen also initiated Scotiabank's agriculture origination and trading business to provide hedging and financing solutions to producers and consumers of grains and other soft commodities.

"Scotiabank is a leading lender to the energy and agriculture industries in the U.S. and Canada and a global leader in oil and gas mergers and acquisitions," said Mr. Giffen. "Our Commodities group helps clients manage their exposure to the risk of fluctuating prices of energy and agriculture commodities, and through our sales teams across North America, we are well positioned to leverage our tremendous platform in Alberta."

Scotiabank's Global Banking and Markets division provides corporate and investment banking and capital markets products and services to corporate, institutional and government clients across the globe. The Bank has over 30 Global Banking and Markets offices around the world and more than 300 relationship managers, organized around industry specialties.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 80,000 employees, Scotiabank and its affiliates serve some 19 million customers in more than 55 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets of \$660 billion (as at April 30, 2012), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

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