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## EXCEL FUNDS LAUNCHES NEW BLUE CHIP GLOBAL FUND BENEFITING FROM EMERGING MARKETS

*The Excel Blue Chip Emerging Markets Fund invests in G7 and BRIC securities with emerging markets exposure*

(TORONTO – October 4, 2011) – Excel Funds Management Inc., Canada’s authority on emerging markets, is excited to announce the launch of its 12th mutual fund, the Excel Blue Chip Emerging Markets Fund. Committed to bringing Canadian investors the opportunity to benefit from emerging market growth with developed market leaders, Excel’s new global Fund invests in securities that derive a portion of their revenues from emerging markets such as Nike, Yum Brands, Unilever PLC and Petrobras.

“At Excel, we offer the greatest number of emerging market funds in Canada and are proud to be the first to launch a product of this kind,” said Bhim D. Asdhir, President and CEO of Excel Funds Management Inc. “The new global Fund invests in the world’s best blue chip companies while hedging currency and is expected to generate superior returns over full market cycles vis-a-vis the MSCI World Index.”

Excel’s management team is targeting mid and large cap blue chip companies with exposure to both G7 and BRIC nations. The Excel Blue Chip Emerging Markets Fund is ideal for investors seeking opportunities in companies with high organic growth due to emerging markets exposure at moderate risk. It uses geographic diversification and currency hedging to spread risk across several markets and lower volatility. Currency hedging is being used to preserve capital while maintaining the ability to make a substantial profit from emerging market outperformance over the longer term.

Under the direction of Portfolio Manager David Kunselman, the Fund is using a blended value-growth investment style approach. Kunselman has over 10 years of investment management experience. Prior to his appointment at Excel Investment Counsel Inc., Kunselman was Vice President and Portfolio Manager at Morrison Williams Investment Management in Toronto where he oversaw more than \$3.5 billion in assets.

For additional information on the Excel Blue Chip Emerging Markets Fund, please join Excel Funds for a Manager conference call on Thursday, October 27th at 2 p.m. The participant dial-in number is 416-695-7806/ 888-789-9572 and the pass code is 8241734.

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### **About Excel Funds**

Excel Funds Management Inc. is Canada’s first and only emerging markets focused mutual fund provider. For over 12 years, we have been partnering exclusively with best in class, on-the-ground portfolio managers that bring Canadian investors firsthand insight and expertise in these flourishing economies. Through our funds, investors gain early exposure to companies positioned to become future leaders in some of the world’s fastest growing markets. Excel Funds maintains a highly ranked fund family that is focused on emerging market growth opportunities.