

**Press Release Final
March 7th, 2012**

**IA Clarington partners with David Taylor to provide new opportunities for
Canadian investors**

Toronto, Ontario, March 7, 2012 - IA Clarington Investments Inc. ("IA Clarington" or the "Company"), today announced its intention to strengthen its product line-up by entering into an exclusive agreement with Taylor Asset Management Inc., led by renowned portfolio manager David Taylor, to serve as a sub-advisor on new Canadian equity and Canadian balanced mutual funds.

Mr. Taylor has over 24 years of experience in the investment industry. Most recently he oversaw more than \$8 billion in assets and managed a number of funds at a large Canadian investment management firm, before leaving last fall to form Taylor Asset Management.

"We are very excited about our exclusive agreement with Taylor Asset Management. Partnering with David Taylor reflects our commitment to providing our clients with access to portfolio managers with proven track records and high conviction views," said David Scandiffio, President of IA Clarington.

"In light of the constantly changing investment landscape, Canadian investors need to have a broad range of investment choices," added Mr. Scandiffio. "The experience and philosophy of Taylor Asset Management will provide our investors access to a distinct investment strategy for their portfolios."

"I am excited to be entering into a partnership with IA Clarington. The firm is well respected in the advisor community and it is important for me to partner with a team that shares my commitment to advisors," said Mr. Taylor. "IA Clarington has a very strong stable of reputable portfolio managers, and I'm proud to now be part of that line-up." IA Clarington expects to announce further details on the mandates to be managed by Taylor Asset Management in the near future.

IA Clarington's addition of Taylor Asset Management reflects its continued commitment to adding best-in-class money management capabilities. In 2008, the Company added both Aston Hill Investments Inc. and Sarbit Advisory Services Inc. as portfolio sub-advisors. The following year, IA Clarington appointed QV Investors Inc. to its Canadian Balanced Fund and in 2011, the Company hired Dan Bastasic as Senior Vice President and Portfolio Manager and appointed Radin Capital Partners Inc. to manage the IA Clarington Global Equity Fund. IA Clarington is one of the fastest growing mutual fund companies in Canada. The Company managed more than \$10.4 billion in assets as of December 31, 2011.

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. www.iaclarington.com

About Taylor Asset Management

Taylor Asset Management Inc. is an independent investment management firm, founded by award-winning portfolio manager David Taylor to meet the needs of individual and institutional investors.

Our research-intensive, risk-sensitive, fundamentals-based investment process focuses on identifying securities that are undervalued to develop portfolios that deliver strong long-term growth consistent with core investments.

For further information

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