



Press Release

Integrated Asset Management Corp. and BluMont Capital Corporation Announce Acquisition of Northern Rivers Capital Management Inc.

For Immediate Release

Toronto, Ontario

Integrated Asset Management Corp. ("IAM") (TSX:IAM) and its wholly-owned retail alternative investment subsidiary, BluMont Capital Corporation ("BluMont Capital"), announced today that they have entered into a binding agreement, subject to regulatory approval, to acquire Northern Rivers Capital Management Inc. ("Northern Rivers") of Toronto. The purchase is expected to close in February, 2010.

Founded in 2001, Northern Rivers is an investment management firm which offers unique, specialized investment funds, including the Northern Rivers Innovation Fund LP, the Northern Rivers Conservative Growth Fund LP and the Northern Rivers Global Energy Fund LP. From its inception, Northern Rivers focused on delivering to its investors creative, concentrated strategies, superior long-term rates of return and exceptional client service.

Victor Koloshuk, Chairman, President and CEO of IAM said, "We have the highest regard for the skill and talent of Northern Rivers portfolio managers Hugh Cleland and Alex Ruus, and are very pleased to expand our portfolio management capabilities by bringing them on board. When I look at Hugh's portfolio, I see that every single one of his core positions is a stronger company now than it was before entering the worst global recession since the Great Depression, while Alex brings a unique approach to investing that has generated substantial value added for his clients for more than fifteen years in both diversified and energy portfolios. This is the kind of analysis and long-term insight that we are excited to offer investors through our acquisition of Northern Rivers.

We bought Northern Rivers because we believe that Hugh and Alex are the best portfolio managers in their space. Hugh specializes in small cap investing in the technology, healthcare and resource sectors, while Alex has extensive experience running diversified portfolios and specialized expertise in the energy sector. They will be a welcome addition to the BluMont Capital roster of talented managers, which includes Veronika Hirsch, Roland Austrup, David Iben of Tradewinds Global Investors LLC and Allan Brown and Geoff Barth of Burlington Capital Management Ltd."

IAM's team of over 20 investment professionals offers exceptional skill and performance across many alternative asset classes, including real estate, private corporate debt, public equities, private equity and managed futures. We believe that conservatively-managed alternative investments which allow institutional, high net worth and retail investors to reduce risk and enhance returns in their investment portfolios are an essential core component in every balanced portfolio. The events of the past year, in which traditional investments failed investors, will drive them to increase their exposure to the alternative asset classes which we manage.



**Integrated Asset
Management Corp.**

Robert Blakely, President of Northern Rivers, said, "We are confident that the Northern Rivers funds, with Hugh and Alex, will prosper at IAM. They will benefit from the scale and depth of resources of a much larger, dedicated alternative asset management firm like IAM. Our clients will continue to enjoy the high quality service to which they are accustomed, and will also have access to the full range of IAM's alternative asset management expertise "

IAM is Canada's leading alternative asset management company with approximately \$2 billion in assets and committed capital under management in real estate, private corporate debt, private equity, managed futures and retail alternative investments.

Founded in 2000, BluMont Capital offers investment products designed to provide enhanced diversification and return potential outside of traditional equity and fixed income investments. BluMont Capital employs a national sales force and is dedicated to setting new standards in delivering high quality alternative products and services to retail investors. BluMont Capital is a wholly - owned subsidiary of IAM.

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