



FOR IMMEDIATE RELEASE

**Matrix Asset Management Inc. Manages
\$3.0 Billion in Assets**

February 23, 2010 - Halifax, NS – Matrix Asset Management Inc. (“Matrix”) is pleased to announce that, as of December 31, 2009, its combined companies had a total of \$3.0 billion in assets under management:

"Matrix has a unique model that brings together three businesses with an impressive number of assets under management," said David Levi, President and CEO of Matrix. "We believe that this embodies great value for our shareholders as there are now several sources of revenue."

Assets under management as at December 31, 2009 under the current structure are as follows:

Institutional and high net worth:	\$1.6 billion
<u>Retail:</u>	<u>\$1.4 billion</u>
Total:	\$3.0 billion

About Matrix (www.matrixasset.ca)

Matrix (TSX:MTA) is a diversified asset and wealth management company with offices across Canada. The company's mission is to provide a diverse array of investment choices and the best possible investment management service to Canadian investors and institutions. The company delivers its services through three main operating subsidiaries serving institutional, high net worth, and retail investors.

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