

News Release

PI Financial Corp.
1900 - 666 Burrard Street
Vancouver, BC Canada
V6C 3N1

Phone 604 664 2900
Fax 604 664 2666
Toll Free 800 810 7022

www.pifinancialcorp.com

April 17, 2008

PI Financial Corp. - Proud of Britt Janyk's Results

VANCOUVER, BC – Thursday, April 17, 2008 – PI Financial Corp. announced today that it is proud of Britt Janyk's results in the FIS World Cup 2007/2008 season.

In 2007, PI Financial Corp. signed a three-year sponsorship agreement with Whistler, B.C.'s Britt Janyk, a member of Alpine Canada's ski team. Ms. Janyk had finished 26th in the downhill discipline in the 2006/2007 season.

Ms. Janyk achieved fantastic results in the 2007/2008 season, finishing the season third overall in the downhill standings and 12th overall in FIS World Cup. She was the highest ranked Canadian skier for the season. Janyk achieved two podiums in downhill, taking the Bronze medal in Lake Louise on December 1st, 2007 and winning the Gold in Aspen one week later. She also finished in the top ten in eight of the nine world cup downhills that she raced in. Max Meier, Chairman & Chief Executive Officer of PI Financial Corp., said his firm was excited to support Ms. Janyk, who made spectacular progress in the speed events this season. She has been a member of the Canadian Alpine Ski Team since 1996 and was traditionally a technical skier but switched to speed events (Downhill & Super G) two years ago. Over the last seven years, Britt has won a total of 11 Canadian Championship titles in five different disciplines.

For Janyk, it's also the best performance by a Canadian female since Pace-Lindsay finished second overall in the Ladies downhill standings in 1993/94.

"The 07/08 season has come to an end but already I am starting to think about the next season. It is important to think about my goals for the training season already, while my feelings from the past season are still fresh. I will be starting to train hard in the gym soon and out on my bike and we've already had an on-hill snow camp at Whistler. We were able to train on the Olympic track while the conditions were still good." Janyk said.

"I am pleased to continue to have a strong sponsor behind me as I embark on another important season of working towards my goal of reaching the podium in my hometown of Whistler in 2010," Janyk said.

PI Financial Corp. is a Vancouver-based, full service investment dealer employing 160 people in its offices in Vancouver, Victoria and Calgary.

PI Financial and its Chairman Max Meier have been supporters of alpine ski racing for the last 15 years. Mr. Meier is the co-founder of the Whistler Cup, an International Juvenile ski event which attracts the best 11 – 14 year-old racers in the world and PI Financial has been a sponsor of that event since its inception in 1993. Mr. Meier is also a past-Chairman of Alpine Canada Alpin and a founding member of the Podium Club, a fundraising initiative of the Canadian Alpine Ski Team.

For more information, please contact:

Max Meier
Chairman & CEO
604-664-2905