

Firm Footing: Our Commitment to Earning Your Trust

Through our association with Royal Bank of Canada (RBC)* — one of North America's largest and healthiest financial institutions — RBC Wealth Management is uniquely positioned to be a prudent choice for your investments.

Why? Simply put, it has to do with the fact that too many of our most respected financial organizations lost sight of the most important reason they are in business: to serve the best interests of their clients. While other firms seem to have chased after perceived business opportunities and lost their way, our unwavering focus on putting your needs first, and our dedication to strong fiscal stewardship, has helped keep us on the path leading to financial strength and stability.

Our commitment to earning your trust remains as resolute as our dedication to helping you achieve your financial goals, regardless of what the markets or greater economy is doing.

RBC and its family of companies follow three guiding principles:

- Make it easier for our clients to do business.
- Ensure that the business mix continues to be diversified to protect against shocks to a single business, product or market.
- Ensure all activities are guided by strategic goals, and are underpinned by a proactive approach to risk management and a rigorous operational discipline that makes management accountable for results.

RBC's financial strength, sound risk management policies, strong balance sheet and diversified business mix have enabled it to withstand many of the market shocks and pressures. Indeed, RBC's performance relative to its peers has been and should remain a source of confidence for shareholders and clients and a source of pride for employees.

**RBC Capital Markets Corporation is a wholly-owned subsidiary of, and separate legal entity from, Royal Bank of Canada. Royal Bank of Canada does not guarantee any debts or obligations of RBC Capital Markets Corporation.*



RBC Wealth Management®

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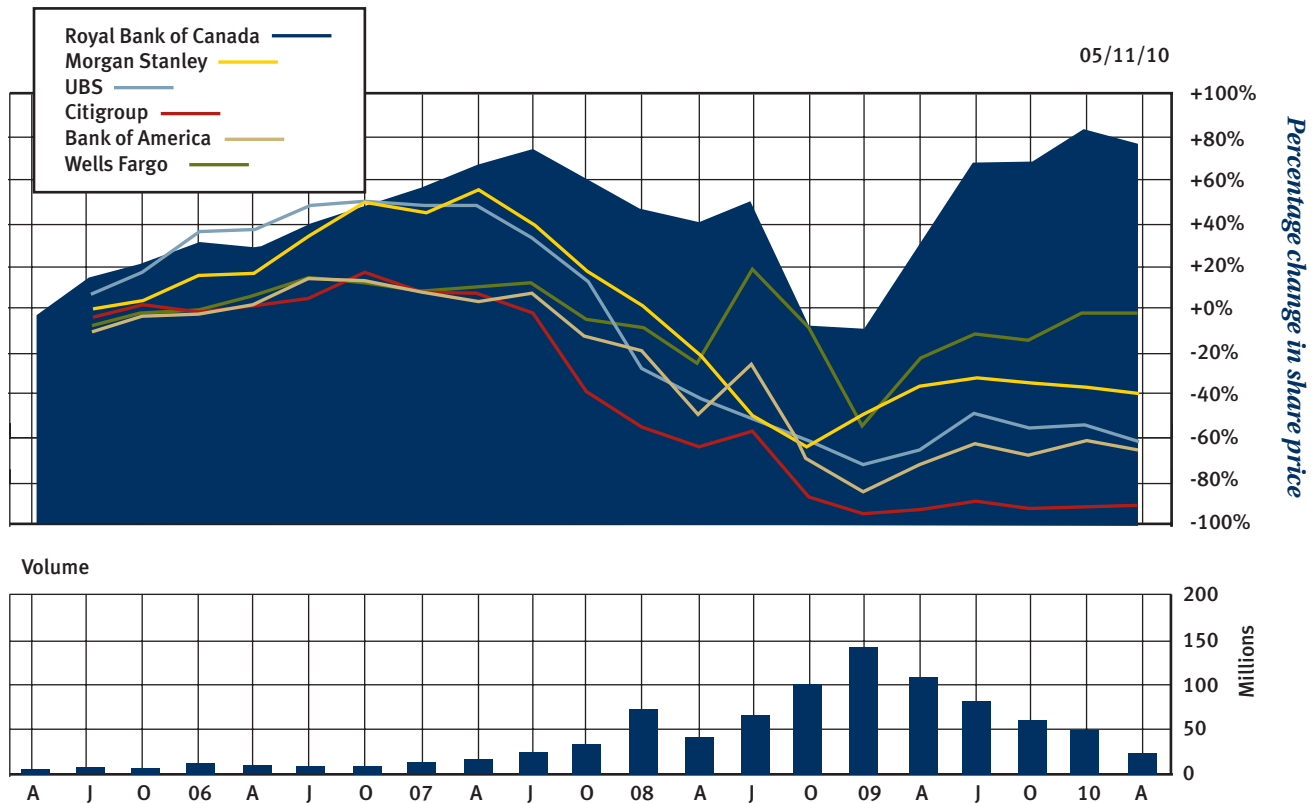
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Diversification across RBC's businesses, even in its Capital Markets segment, has meant that its earnings have been less volatile and that it can be more flexible in managing toward its long-term strategy and goals.

While it has been exposed to the difficult market conditions that emerged since the middle of 2007, RBC's financial performance and stability has not suffered to the same degree as many of its global competitors.

FINANCIAL STRENGTH: SHARE PRICE TREND



Source: BigCharts.com. This chart is for illustrative purposes and not intended to be representative of any specific investment vehicle. Past performance is not indicative of future results. This material is based on data obtained from sources we consider to be reliable; however, it is not guaranteed to accuracy and does not purport to be complete. We believe RBC's stock performance reflects the company's fiscal stewardship. However, this business metric affects neither the performance nor the implied protection of investments held in accounts at RBC Wealth Management.



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FINANCIAL STABILITY: FACTS

- RBC's credit ratings are among the highest of all financial institutions: S&P: AA-(positive); Moody's: Aaa; Fitch: AA; DBRS: AA (as of March 1, 2010).
- RBC is ranked the safest bank in Canada and the safest in North America (*Global Finance, August 2009*).
- Based on stock market value, RBC is the 10th largest bank in the world and the fifth largest in North America. (*Bloomberg as of May 7, 2010*).
- Royal Bank of Canada is North America's fifth largest bank holding company in terms of Market Cap ranking (as of May 7, 2010).
- RBC employs more than 70,000 full-and part-time employees who serve more than 18 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 53 other countries.

FOR MORE INFORMATION

Please visit www.rbc.com or call your RBC Wealth Management Financial Consultant.

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We believe RBC's assets under administration and market capitalization reflect the company's fiscal stewardship. However, these business metrics affect neither the performance nor the implied protection of investments held in accounts at RBC Wealth Management.

The information provided should not be considered a solicitation to purchase or sell any securities mentioned.



RBC Wealth Management®

A TOP NORTH AMERICAN AND GLOBAL BANK

A Top North American and Global Bank (US\$ billions as of May 7, 2010)		
Global Rank	Top 50 Global Banks ⁽¹⁾	Market Cap US\$ B
1	ICBC	221
2	China Construction Bank	186
3	HSBC	164
4	Bank of America	163
5	JP Morgan	162
6	Wells Fargo	162
7	Bank of China	144
8	Citigroup	116
9	Banco Santander Central Hisp	84
10	RBC	81
11	Banco Itau	80
12	Goldman Sachs	77
34	Morgan Stanley	39
50	Malayan Banking Bhd	16

Top 15 North American Banks (US\$ billions as of May 7, 2010)		
Global Rank	Top 15 Global Banks ⁽¹⁾	Market Cap US\$ B
1	Bank of America	163
2	JP Morgan	162
3	Wells Fargo	162
4	Citigroup	116
5	RBC	81
6	Goldman Sachs	77
7	TD	60
8	American Express	51
9	Scotia Bank	50
10	US Bancorp	49
11	Morgan Stanley	39
12	Bank of NY Mellon	37
13	PNC Financial	33
14	BMO	32
15	CIBC	26

1) Source: Bloomberg. As of May 7, 2010