

## **Scotiabank to Launch the ScotiaMocatta eStore in Canada – a New Full-Service Online Precious Metals Delivery Channel**

**TORONTO, September 29, 2009** – Scotiabank today announced that it is the first bank in Canada to launch a full-service online precious metals delivery channel through its ScotiaMocatta division – a global leader in precious metals trading, financing, and physical products. Canadians may now browse, purchase and arrange delivery of gold and silver products online at [www.scotiamocatta.com/eStore](http://www.scotiamocatta.com/eStore).

“ScotiaMocatta’s online precious metals eStore provides Canadians with an opportunity to explore the world of precious metals, while also completing purchases in the comfort and convenience of their homes,” said Rick Waugh, President and Chief Executive Officer, Scotiabank. “Our new eStore reinforces ScotiaMocatta’s global industry leadership through innovations that respond to the changing needs and increasing sophistication of our customer base. This opportunity broadens the range of choices in our wealth management offering to customers.”

The ScotiaMocatta eStore is currently accepting orders from within Canada only, and home delivery of purchases is available to most points across the country. Customers can purchase up to \$6,000 worth of gold and silver per day and pay through the Interac network using Visa, MasterCard, or debit cards. Precious metals products will continue to be available for purchase through any Scotiabank branch in Canada. Eventually ScotiaMocatta will expand this service to include the 50 countries in which Scotiabank operates.

“The ScotiaMocatta eStore, an innovative and secure platform, will supplement our existing branch network in offering precious metals products to Canadians” said Barry Wainstein, Vice-Chairman and Deputy Head, Global Capital Markets, and Global Head, Foreign Exchange and Precious Metals. “This new delivery channel demonstrates our ongoing commitment to providing exceptional customer service and market-leading products in Canada and around the world.”

All ScotiaMocatta eStore purchases from September 29, 2009 to February 26, 2010 include a chance to win a one-ounce gold bar. Full contest details are available at [www.scotiamocatta.com/eStore](http://www.scotiamocatta.com/eStore).

ScotiaMocatta, the precious metals division of the Scotiabank Group, is a global leader in precious metals trading and finance, with roots dating back to 1671. It is the Chairman of the London Silver Fixing, Member and past Chair of the benchmark London Gold Fixing, and a leading market-maker with operations worldwide. ScotiaMocatta serves a diverse clientele of producers and consumers of bullion across a variety of industries. For more information, please visit [www.scotiamocatta.com](http://www.scotiamocatta.com)

Scotia Capital is the wholesale banking arm of the Scotiabank Group, offering a wide variety of products to corporate, government and institutional clients. It provides full-service coverage across the NAFTA region, and also serves selected niche markets globally through two divisions, Global Capital Markets and Global Corporate and Investment Banking. Scotia Capital has 28

offices and more than 300 relationship managers organized around industry specialties. For more information, please visit [www.scotiacapital.com](http://www.scotiacapital.com)

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With close to 69,000 employees, Scotiabank Group and its affiliates serve approximately 12.8 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With more than \$485 billion in assets (as at July 31, 2009), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

- 30 -

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