



# DEPOSIT ACCOUNTS

*D*eposit accounts (e.g., savings and chequing accounts) are investment and service products that provide liquidity on demand.

CANNEX gathers, compiles and distributes interest rates and product information for deposit accounts offered by banks, trust companies, credit unions and savings and loan companies across Canada.

The key to the accuracy and timeliness of this information is that the participating financial institutions maintain their own interest rates and product information on CANNEX. This is done electronically by online access or file transmission. All data is checked electronically when entered and CANNEX staff regularly audits the data for accuracy and completeness. Many institutions fully guarantee the interest rates and product information distributed on their behalf by CANNEX.

## Financial institutions rely on CANNEX:

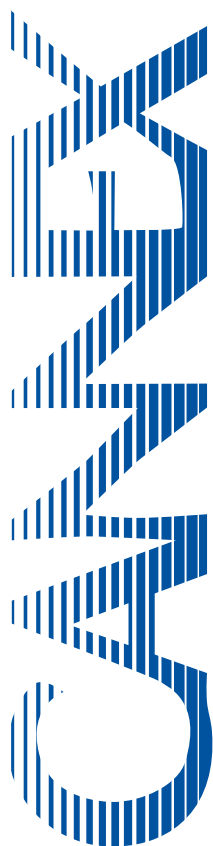
- to distribute their deposit account interest rates and product information to various print and electronic media rather than having to deal with these organizations separately
- for comprehensive, timely and accurate surveys of the deposit account marketplace to determine their competitive position.

Institutions using CANNEX can react more quickly and precisely to take advantage of pricing, cash flow and investment opportunities.

## Print and electronic media rely on CANNEX:

- for comprehensive, timely and accurate deposit account surveys that are specific to their geographic or demographic market based on data provided electronically by the financial institutions
- for surveys in various electronic file formats that can be further customized with individual typesetting or presentation requirements, such as HTML.

Media using CANNEX receive all data efficiently from a single reliable source.



## **CANNEX supplies deposit account interest rates and product information surveys to:**

### **Newspapers**

Canadian Press, The Globe & Mail

### **Electronic Media**

[www.advisor.ca](http://www.advisor.ca), [www.bankrate.com](http://www.bankrate.com), [www.canadianmoneysaver.ca](http://www.canadianmoneysaver.ca),  
[www.cannex.com](http://www.cannex.com), [www.globeadvisor.com](http://www.globeadvisor.com), [www.globeinvestorgold.com](http://www.globeinvestorgold.com),  
[www.moneysense.ca](http://www.moneysense.ca), [www.morningstar.ca](http://www.morningstar.ca)