

Contact: ValuEngine Inc.
Steve Hach, Senior Analyst
(800) 381-5576

ValuEngine Inc. Adds Canadian Stock Coverage, Selected As A Research Provider For Scotia iTRADE.

PRINCETON, September 9, 2009-- ValuEngine Inc. (www.ValuEngine.com) announced today that the Company has added the Canadian stock market to its coverage universe and entered into a partnership with Canada's Scotia iTRADE. ValuEngine will provide Scotia iTRADE's online stock-trading service with access to individual stock reports for more than 500 Canadian equities and 4,000 US equities.

"ValuEngine is pleased to partner with Scotia iTRADE so that online investors can benefit from the application of our cutting-edge financial research. Our ability to provide fundamentally-derived, quantitative valuation, forecast, and ratings data for both Canadian and US stocks will allow Scotia iTRADE customers to make informed investment decisions on objective, award-winning research. The deal will also bolster ValuEngine's position as a leader in the Independent Research Provider space," said Paul Henneman, President.

Scotia iTRADE is part of the Scotiabank Group, one of North America's premier financial institutions and Canada's most international bank. In March of 2009, Scotiabank completed a rebranding to Scotia iTRADE from E*TRADE Canada, which the Bank purchased in 2008.

The addition of Canadian equities coverage further expands ValuEngine's stock universe to @ 4,500 individual stocks trading on US and Canadian markets and is part of ValuEngine's effort to be the world leader in total market coverage.

ValuEngine was founded in 1996 by Ivy League Professors. The privately-held company deploys three highly specialized quantitative mathematical models for the US and Canadian stock markets. As an Independent Research Provider, the firm provides retail, professional, and institutional clients with valuation, forecast, and buy/sell/hold recommendations. Portfolio strategies have provided superior returns in both bull and bear markets. ValuEngine's research is

distributed via Thomson/Reuters, Bloomberg, Factset, Yahoo Finance, Deutsche Bank, Wells Fargo, and others.

About Scotiabank

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 \$513 billion in assets (as at April 30, 2009), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

Contact: Steve Hach (800) 381-5576, support@valuEngine.com
website: <http://www.valuEngine.com>