RBC Wealth Management

NEWS

RBC WEALTH MANAGEMENT LAUNCHES MAJOR GLOBAL BRAND CAMPAIGN

Highlights RBC's stability and specifically targets European market

TORONTO, September 30, 2011 — RBC Wealth Management, part of Royal Bank of Canada (RY on TSX and NYSE), this week launched a major global advertising campaign to support the global growth of its business.

The multi-year campaign is the first undertaken by RBC Wealth Management on a global basis, and features a series of print and online advertisements targeting high net worth individuals and their intermediary advisers, including lawyers and accountants.

"Raising awareness of our brand globally is a crucial part of our objective to both increase our leading market share in Canada and accelerate our growth internationally," George Lewis, group head, RBC Wealth Management, commented. "This campaign is being launched at a time of tremendous opportunity for our business. RBC Wealth Management is investing in our brand in an environment where clients are looking for the strength, stability, global reach and integrity that our business embodies."

The campaign, which launched this week, focuses on RBC Wealth Management's position as one of the world's top 10 wealth managers (Scorpio Partnership's Global Private Banking KPI Benchmark 2011), highlighting its Canadian heritage, the breadth of its global solutions and its commitment to integrity. In an initial phase of the campaign focused on European audiences, Royal Bank of Canada's proven history of strength and stability during times of market turmoil is highlighted. The campaign is unified under the positioning statement: "There's Wealth in Our Approach."

"Given the current environment, we chose to initially focus our campaign in Europe, where we believe that the stability that Royal Bank of Canada represents in the face of uncertainty will hold great appeal for clients," added Lewis. "This campaign highlights our promise to clients that our approach to wealth management always places their needs first."

The brand campaign will also see a new focus on sponsorship activity, focusing on RBC's existing priorities in golf, visual arts, and promoting sustainable water use.

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About RBC Wealth Management

RBC Wealth Management is one of the world's top 10 largest wealth managers. RBC Wealth Management directly serves affluent, high-net-worth and ultra high net worth clients from Canada, the United States, Latin America, Europe, the Middle East, Africa and Asia with a full suite of banking, investment, trust and other wealth management solutions. The business also provides asset management products and services directly and through RBC and third-party distributors to institutional and individual clients, through its RBC Global Asset Management business (which includes BlueBay Asset Management). RBC Wealth Management has more than C$525 billion of assets under administration, more than C$310 billion of assets under management and approximately 4,500 financial consultants, advisors, private bankers and trust officers.

About RBC

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC. We are Canada's largest bank as measured by assets and market capitalization, and among the largest banks in the world, based on market capitalization. We are one of North America's leading diversified financial services companies, and provide personal and commercial banking, wealth management services, insurance, corporate and investment banking and transaction processing services on a global basis. We employ approximately 74,000 full- and part-time employees who serve close to 15 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 55 other countries. For more information, please visit rbc.com.

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