

Firm Footing for Unstable Times: Our Commitment to Earning Your Trust

During periods of market turmoil and economic uncertainty, we understand that you may have concerns about the fitness and reliability of the financial services firms that are helping manage your wealth. 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 now and when market volatility subsides and economic forecasts brighten.

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.

We also believe you learn more about someone's character during challenging times than you do when things are relatively easier. Which is why we look forward to being a natural first choice for help building, preserving, enjoying and sharing your wealth when moods generally improve. 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 recent 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.

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RBC Wealth Management®

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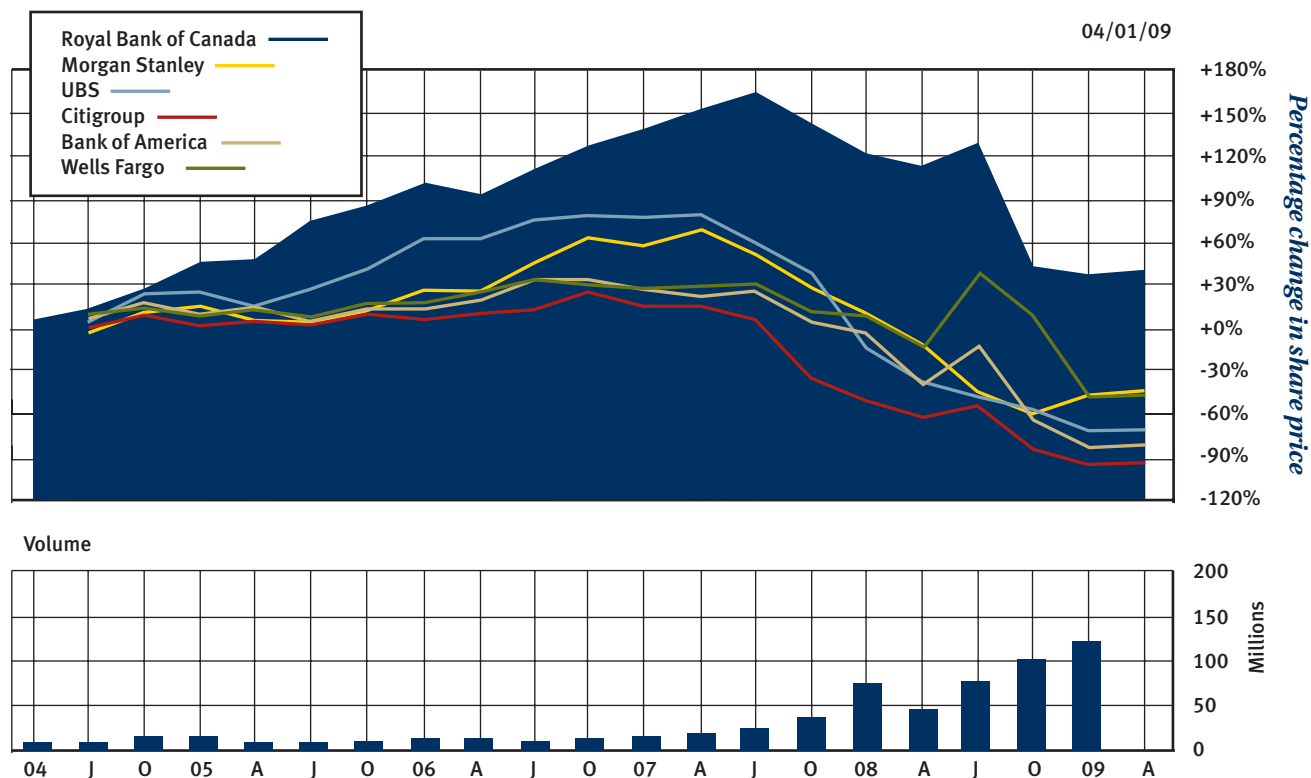
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Diversification across RBC's businesses, even in its Capital Markets segment, has meant that its earnings have been less volatile and that it can be more flexible in managing toward its long-term strategy and goals.

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 February 25, 2009)
- RBC is ranked the safest bank in Canada and second safest in North America (*Global Finance 1999-2008*)
- Based on stock market value, RBC is today the 10th largest bank in the world and number four in North America. [Source: *Bloomberg as of February 26, 2009*]
- Royal Bank of Canada is North America's fifth largest bank holding company in terms of Market Cap ranking and Asset ranking as of *February 26, 2009*
- RBC employs more than 80,000 full-and part-time employees who serve more than 17 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 48 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 at March 12, 2009)		
Global Rank	Top 50 Global Banks ⁽¹⁾	Market Cap US\$ B
1	ICBC	169
2	China Construction Bank	118
3	Bank of China	109
4	JP Morgan	87
5	HSBC	65
6	Wells Fargo	59
7	Banco Santander Central Hisp	50
8	Goldman Sachs	49
9	Mitsubishi UFJ Financial	47
10	RBC	38
11	Bank of America	37
24	US Bancorp	24
50	Barclays	8

Top 15 North American Banks (US\$ billions as at March 12, 2009)		
Global Rank	Top 15 Global Banks ⁽¹⁾	Market Cap US\$ B
1	JP Morgan	87
2	Wells Fargo	59
3	Goldman Sachs	49
4	RBC	38
5	Bank of America	37
6	Bank of NY Mellon	28
7	TD	27
8	Morgan Stanley	26
9	US Bancorp	24
10	Scotiabank	24
11	American Express	15
12	BMO	13
13	Northern Trust Corp	13
14	CIBC	13
15	PNC Financial	13

1) Source: *Bloomberg*. As at March 12, 2009

2) Source: *Bloomberg, OSFI*. As at March 12, 2009