



World Financial
Split Corp.

ANNOUNCES NORMAL COURSE ISSUER BID

Toronto, July 13, 2011: World Financial Split Corp. (TSX:WFS; WFS.PR.A) (the “Fund”) is pleased to announce that today the Toronto Stock Exchange has accepted its Notice of Intention to make a normal course issuer bid. The Fund will have the right to purchase under the bid up to a maximum of 358,230 Class A Shares and 358,230 Preferred Shares (respectively representing approximately 10% of the Fund’s public float of 3,582,306 Class A Shares and 3,582,306 Preferred Shares, both as of June 30, 2011), together in units (each consisting of one Class A Share and one Preferred Share), commencing July 15, 2011. The Fund may not purchase more than 71,646 of its units (representing approximately 2% of the Fund’s 3,582,306 issued and outstanding Class A Shares and approximately 2% of the Fund’s 3,582,306 issued and outstanding Preferred Shares, both as of June 30, 2011) in any 30-day period under the bid. Purchases made pursuant to the normal course issuer bid will be made in the open market through the facilities of the Toronto Stock Exchange. The normal course issuer bid will remain in effect until the earlier of July 14, 2012, the termination of the bid by the Fund or the Fund purchasing the maximum number of units permitted under the bid. Class A Shares and Preferred Shares purchased by the Fund pursuant to the issuer bid will be cancelled. The Fund has not purchased any Class A Shares or Preferred Shares during the previous year pursuant to any issuer bid.

Directors of the Fund believe that units of the Fund may become available during the proposed purchase period at prices that would make such purchases in the best interests of the Fund.

For further information, please contact Investor Relations at 416.681.3966, toll free at 1.800.725.7172 or visit www.mulvihill.com.

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