Brookfield Asset Management Appoints Keith Smith to its Canadian Private Funds Group

MAY 29, 2013

Toronto, May 29, 2013 – Brookfield Asset Management Inc. (NYSE:BAM; TSX: BAM.A; EURONEXT: BAMA) is pleased to announce that Keith Smith has joined the company as senior vice president, Private Funds Group. He will be based in Toronto and be responsible for coverage of Brookfield's Canadian institutional investor clients.

Mr. Smith joins Brookfield from General Electric, where he was President of GE Asset Management Canada and responsible for a multi-strategy platform with more than $5 billion of assets under management. Under Mr. Smith's leadership, GE Asset Management consistently ranked as a leading institutional asset manager in Canada.

At Brookfield, Mr. Smith will assume client coverage from Brookfield senior vice president Eric Bonnor, who is moving to Brazil to manage investor relations and fundraising in Brookfield's Brazilian investments.

Mr. Smith is a CFA charter holder and a graduate of the MBA program at the Ivey School of Business at the University of Western Ontario.

"Brookfield has deep ties to the Canadian investor community and we are delighted that Keith has joined the firm to build on our franchise in our home market," said Leo van den Thillart, Managing Partner in Brookfield's Private Funds Group. "Keith has proven experience in alternative asset management and his solid institutional and consultant relationships will be integral to establishing lasting partnerships between Brookfield and our clients."

"I am excited to be joining Brookfield, as the firm has an outstanding track record as an alternative asset manager and provides unique global investment opportunities to Canadian investors," said Mr. Smith.

With over 100 years of experience as an owner and operator of real assets, Brookfield offers an array of real estate, infrastructure and private equity investment products and services. Brookfield aims to deliver reliable, attractive, long-term total returns for the benefit of its clients by creating value through active management.

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Brookfield Asset Management Inc. is a global alternative asset manager with approximately $175 billion in assets under management. The company has over a 100-year history of owning and operating assets with a focus on property, renewable power, infrastructure and private equity. Brookfield has a range of public and private investment products and services, which leverage our expertise and experience and provide us with a competitive advantage in the markets where we operate. Brookfield is co-listed on the New York and Toronto Stock Exchanges under the symbol BAM and BAM.A, respectively, and on NYSE Euronext under the symbol BAMA.

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