



Steven Bromberg

President & CEO, Canadian PMX, Canadian Coin & Currency

A lawyer by trade, Bromberg practiced corporate and commercial law before deciding to devote his full attention to dealing in numismatics and precious metals in 1992. He is now President and CEO of Canadian PMX Corp., based in Richmond Hill, Ontario, providing precious metals directly to investors. Bromberg also heads up the wholesale and retail numismatic division of the company operating as Canadian Coin & Currency.

In 1992, Bromberg first brought collector coins and bank notes to a national audience through *The Shopping Channel*, part of Rogers Communications. For the past 19 years, he has been a popular regular guest on *The Shopping Channel*, making scarce and historically interesting collector products accessible across the country.

For years, Bromberg recognized a significant disparity between efficient access to precious metals in the United States and Canada, and he sought to change this.

In late 2010, he purchased a large former Bank of Nova Scotia building in Richmond Hill, Ontario, and began to build a new precious metals business model where clients could purchase gold and silver “as easily as picking up groceries,” without the fees, commissions and complexities of dealing with some of the big financial institutions. With the launch of a new online store for Canadian investors on October 31, 2011 (www.CanadianPMX.com), and the grand opening of the new precious metals and numismatic showroom on November 3, 2011, Bromberg has brought his vision to the Canadian public.

Bromberg has a law degree from the University of Western Ontario and is a member in good standing of the Ontario Bar. Currently, his legal practice is limited to a small amount of pro bono work. Bromberg’s professional memberships and affiliations include the Canadian Association of Numismatic Dealers, the Canadian Numismatic Association, the Ontario Numismatic Association, the Canadian Paper Money Society, the American Numismatic Association and the Society of Paper Money Collectors.