

NEWSRELEASE

Janney Montgomery Scott Selects PriceMetrix for Sales Force Productivity Enhancement

Toronto, Canada – April 11, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that it has entered into a multi-year agreement to deliver its Revenue Productivity Program to the Private Client Group at Janney Montgomery Scott.

"We are excited to be working with the new team at Janney. They have made a series of important investments to improve their performance, and we are pleased to be a key piece of their business platform," stated Jeff Marsden, Vice President, Client Group at PriceMetrix

About Janney Montgomery Scott

For over 170 years Janney Montgomery Scott LLC has been dedicated to helping clients plan, protect and grow wealth. Janney holds the second oldest seat on the New York Stock Exchange, where today they own four seats and maintain their own trading personnel. With this wealth of experience, Janney have created and supported a tradition of trust, excellence and commitment to the highest professional standards.

Headquartered in Philadelphia, Janney has approximately 100 full-service investment offices in various locations along the East Coast. Over 1,000 Janney financial consultants service more than 350,000 customers nationwide. In addition to a capital base over \$300 million, they have the extensive resources of their parent company, The Penn Mutual Life Insurance Company, with over \$13 billion in assets.

About PriceMetrix

PriceMetrix is exclusively focused on assisting retail brokerage firms grow their assets and revenues by assisting individual FCs to become better "CEOs" of their business. Our Platform & Program is a combination of **Reports** (*market & business intelligence*), **Tools** (*on-line calculators, case studies, etc.*), **People** (*client management team*), and **Campaigns** (*customized to meet individual firms' goals*) that enable advisors and management to proactively evaluate their businesses and business lines.

PriceMetrix Platform & Program clients experience increases in fee-based assets, assets per FC, assets per household and increases in pricing across all product lines.

PriceMetrix is based in Toronto, Canada and services a growing North American client base. Visit us at www.pricemetrix.com