

NEWSRELEASE

April 15, 2005 – PriceMetrix sponsors SIA Sales and Marketing Committee Meetings

On Friday April 15, PriceMetrix, the leader in optimizing investment sales force productivity, today announced its return as a sponsor at the SIA Sales and Marketing Committee Meeting.

PriceMetrix joined senior sales management and marketing executives representing brokerage firms across the U.S. as they discussed how to continue to develop and deliver leading products and services that meet the needs of investment advisors and their clients. "We were delighted to be invited to share our perspectives on improving advisor performance in the brokerage industry", stated Doug Trott, PriceMetrix President. "The performance of firms and the satisfaction of clients is directly tied to their investments advisors."

About the Securities Industry Association

The Securities Industry Association (SIA) was established in 1972 through the merger of the Association of Stock Exchange Firms (1913) and the Investment Banker's Association (1912).

The SIA brings together the shared interest of more than 600 securities firms to accomplish common goals. SIA's primary mission is to build and maintain public trust and confidence in the securities markets. SIA members (including investment banks, broker-dealers, and mutual fund companies) are active in all U.S. and foreign markets and in all phases of corporate and public finance.

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