

NEWSRELEASE

PriceMetrix Adds Major Global Bank to Client Roster

Toronto, Canada – April 20, 2004 – PriceMetrix has signed a long-term agreement with the securities arm of a major global bank. After an extensive period of evaluation and due diligence, the firm concluded that PriceMetrix is uniquely positioned to assist with driving productivity to the next level.

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