

BMO Nesbitt Burns Takes Investment Advisor Professional Development to a New Level

BMO Nesbitt Burns Rolls Out PriceMetrix Productivity Program to 1,330 Investment Advisors

FOR IMMEDIATE RELEASE

September 25th, 2007 (Toronto): BMO Nesbitt Burns Inc. today announced a multi-year agreement to deploy the exclusive PriceMetrix Platform and Program across the Firm's network of 1,330 Investment Advisors, in 160 locations across Canada. The PriceMetrix Program empowers Investment Advisors to achieve a greater level of performance and realize opportunities for success.

Beginning with an analysis of the Investment Advisor's business, the peer analytics-based program pinpoints growth opportunities achieved through the implementation of proven practice management tools and techniques.

"We are committed to a high performance environment and believe that the PriceMetrix Program will help our Investment Advisors achieve and maintain top-of-the-market performance" said Richard Mills, Executive Vice President and National Sales Manager at BMO Nesbitt Burns.

The PriceMetrix Productivity Program marries powerful business performance dashboard reports, proven user tools and in-the-field personal support to help individual Investment Advisors become more successful CEOs of their own businesses. PriceMetrix clients realize increases in assets-per-representative; core households; revenue per household; and opportunities for client cross-sell.

"We are delighted to welcome a firm with the vision and track-record of BMO Nesbitt Burns to our Program," said Jeff Marsden, VP of PriceMetrix. "The excitement generated by the roll-out is incredible; we look forward to a long and productive partnership with BMO Nesbitt Burns' advisors and management team."

About BMO Nesbitt Burns Inc.

BMO Nesbitt Burns, is the full-service investments arm of BMO Financial Group (TSX:BMO) and is one of Canada's largest full-service securities firms. BMO Nesbitt Burns is part of BMO's Private Client Group. The Private Client Group provides integrated wealth management services in Canada and the United States and has total assets under management and administration and term investments of \$288.1 billion as at October 31, 2006.

About PriceMetrix Inc.

PriceMetrix is exclusively focused on assisting retail investments firms grow their assets, revenues and profits through empowering the sales force with the insights and actions need to achieve top performance. PriceMetrix is based in Toronto, Canada and services a growing North American client base.

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