

NEWSRELEASE

MarketMetrix features rolled-out to PriceMetrix online Power/Pricing calculators

Toronto, Canada – December 8, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that it has launched new online Power/Pricing calculators now incorporating PriceMetrix MarketMetrix data.

PriceMetrix continues its commitment to delivering the best Productivity tools to its users with the release of the latest PriceMetrix Power/Pricing calculators in December 2005. "This release completes an effort to broaden our product coverage and empower Financial Advisors with access to our blinded MarketMetrix benchmarking information. We are very confident that our users will enjoy tremendous results from these new Power/Pricing Calculators" announced Patrick Kennedy, Vice President Product and Operations.

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