

NEWSRELEASE

PriceMetrix Confirms Sponsorship of SIA 2006 Annual General Meeting

Toronto, Canada – February 6, 2006 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that is pleased to be returning as a sponsor of the securities industry flagship conference – the SIA Annual General meeting. This year's meeting is to be held at the Boca Raton Resort and Club in Boca Raton Florida November 8-10, 2006, with the theme of "Investing in the Future". "The SIA Annual General Meeting is a terrific event that brings together creative leaders from all branches of the investment industry. We are pleased to continue our support to this and other SIA programs" explained Jeff Marsden, Vice President, Client Group at PriceMetrix.

The SIA Annual meeting is the most important securities industry conference for the year, providing an opportunity for investment professionals to come together to hear leaders from within and outside the industry discuss the business of the financial services industry and economy. It is a must attend event for the securities professionals from investment firms, banks, financial institutions, their law firms and government agencies. This event will provide a broader knowledge of the industry, new contacts and fresh ideas.

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