

NEWSRELEASE

SIA Invites PriceMetrix to Host 2004 CFO Roundtable

Toronto, Canada – February 19, 2004 – PriceMetrix will serve as host to 33 brokerage industry Chief Financial Officers at the SIA CFO Roundtable from April 29 to May 1, 2004 . The Roundtable is a key industry function that affords SIA members the opportunity to discuss relevant issues. As host, PriceMetrix will offer insight and perspective on the performance of the securities industry.

More information on the Securities Industry Association (SIA) and the CFO Roundtable, to be held at Hyatt Regency Coconut Point Resort & Spa, Bonita Springs, Florida, is available at www.sia.com

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