

NEWSRELEASE

Scott & Stringfellow Extends Contract with PriceMetrix by 2 Additional Years

Toronto, Canada –January 25, 2006 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that Scott & Stringfellow, a Richmond, Virginia based brokerage firm and subsidiary of BB&T Corporation (NYSE:BBT), has extended its Brokerage Productivity Platform contract for an additional 2 years. “We are delighted to confirm that Scott and Stringfellow has elected to extend their contract with us through 2007” stated Doug Trott, President of PriceMetrix.

Scott & Stringfellow has been a key PriceMetrix client since enrolling in the PriceMetrix Productivity Program in the Fall of 2003, and was the initial U.S. market client for the PriceMetrix Productivity Program.

About Scott & Stringfellow

Since its founding in 1893 by Frederick William Scott & Charles S. Stringfellow Jr., Scott & Stringfellow, Inc. has operated as a full-service regional brokerage and investment firm serving individual, institutional, corporate and municipal clients.

On March 26, 1999 Scott & Stringfellow became part of BB&T Corporation (NYSE:BBT). This affiliation with BB&T as their retail brokerage subsidiary, ensures continued growth and provides services and resources for Scott & Stringfellow advisors and clients. Scott & Stringfellow and BB&T Capital Markets have more than 60 offices throughout the country and employ more than 900 people. Together, the firms have over 600 registered individuals, including 250 financial advisors located throughout the Southeast.

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