

### NEWSRELEASE

#### PriceMetrix Launches North American Brokerage Industry Best Practices Studies

Toronto, Canada – January 4, 2005 – Announced today, PriceMetrix extends its leadership as it inaugurates its Industry Best Practice Studies. These, by invitation, confidential studies will explore and evaluate the best (and worst) practices in the brokerage industry today.

We soft-launched this initiative with a few firms in November 2004 and the tremendous response has encouraged us to open participation more widely. We hope to have over two dozen participate in this initial study module” announced Doug Trott, PriceMetrix President. “We anticipate that this will be only the first of several best practice evaluations we will undertake in the next several years”.

Results from this first module are expected to be available in late Spring of 2005.

#### 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](http://www.pricemetrix.com)