

NEWSRELEASE

PriceMetrix Enhances Its Brokerage Client Householding Process

Toronto, Canada – January 11, 2002 – PriceMetrix is pleased to announce the latest release of HH/Link - a sophisticated and flexible householding approach designed specifically for the unique challenges presented by the client data of investment firms. The upgrades are part of PriceMetrix' ongoing effort to improve the quality of information that firms and advisors use to manage their business.

The latest enhancements incorporate improved handling of free-form data and international addressing information – a direct result of ongoing product development and client satisfaction efforts.

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