

NEWSRELEASE

PriceMetrix Launches Brokerage ROP 3.0

Toronto, Canada – January 11, 2002 – PriceMetrix Inc. continues to demonstrate leadership through innovation and results with the launch of the third generation of its pioneering Revenue Optimization Platform, a Revenue Management capability designed specifically for investment firms. The ROP 3.0 is an integral component of the PriceMetrix Revenue Productivity Program, which enables investment firms and their advisors to uncover and address sub-optimal revenue, pricing and client management situations leading to substantially improved business revenues, service delivery and profit enhancement.

The new ROP 3.0 embodies a number of enhancements to improve the impact and usability by investment advisors and management. The release features numerous improvements, including a more streamlined 'look and feel' for the PriceMetrix Revenue Management Reports, higher impact analytics related to revenue sources and composition, and a broadening of the territory upon which the Revenue Optimization foundation is based. These upgrades enable PriceMetrix to continue to offer tailored solutions to both management and advisors that will improve their bottom line.

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