

NEWSRELEASE

Additional Technology Leadership Added to PriceMetrix Team

Toronto, Canada – July 14, 2004 – PriceMetrix is pleased to announce that Cory Weech will be joining the Company as Director, Operations and Development at the end of August.

“With the continued expansion of our client base and product capabilities, we’re investing in leadership, and Cory is an excellent complement to the team,” said Patrick Kennedy, Vice President, Technology and Operations.

Cory has extensive experience in the professional services, IT outsourcing, and software development industries. Most recently, he was Vice President, Technical Services at Necho Systems, a growth-oriented expense management ERP software firm.

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