

NEWSRELEASE

PriceMetrix Rolls Out HH/Link Upgrade

Toronto, Canada – July 19, 2002 – PriceMetrix has implemented an upgrade to HH/Link, its market leading investment householding program. The new version now supports linking of business and personal accounts and clients. With this enhancement, HH/Link now has the capability to reflect the typical client management approaches of most investment advisors and firms.

HH/Link can be used by investment firms and investment advisors to dramatically improve client service delivery and business strategy implementation. Concurrent with this enhancement, PriceMetrix is launching Household Flow Reporting (HFR). This new service will provide comprehensive support to investment firms by monitoring, tracking and reporting their business growth and attrition across a of client segments.

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