

NEWSRELEASE

PriceMetrix rolls out Productivity Program Enhancements

Toronto, Canada – June 20, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that it has made significant enhancements to its Productivity Program Platform. This upgrade delivers content and usability enhancements for the advisor and manager tools within the PriceMetrix Revenue Productivity Program. “With this staged release of over a dozen additional features and enhancements, we have focused on responding to the requests of our user base”, said Patrick Kennedy, PriceMetrix Vice President of Technology. “I am pleased to say that a large number of these upgrades are as a result of direct input from our users.”

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