

NEWSRELEASE

Robert Hunter Joins PriceMetrix as Advisor

Toronto, Canada – June 4, 2004 – The Management Team at PriceMetrix today announced it is delighted with the addition of Robert (Bob) Hunter as an advisor. Bob will provide counsel in the development of business models and strategic planning.

Bob's 35-year career in U.S. and International banking includes the position of CEO at Barclays Private Clients, where he developed a dedicated sales force focused on the delivery of banking and investment services in the United Kingdom. Prior to Barclays, Bob was President of Financial Information at Standard and Poors where he was responsible for the development and delivery of data and analytics to the worldwide retail brokerage and institutional trading industry.

Bob's institutional and banking background also includes 28 years at The Chase Manhattan Bank, serving both as the Area Executive for Europe, Africa and the Middle East (based out of London) and as Senior Executive Vice President in charge of Global Consumer Financial Services.

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