

NEWSRELEASE

New PriceMetrix Capability release confirmed

Toronto, Canada – March 2, 2005 – The much anticipated enhancements to the PriceMetrix online Productivity Calculator will be rolled out to users in June 2005, announced Patrick Kennedy, Vice President, Product and Technology. "After nine months in development and testing it is terrific to be able to put this set of powerful new features and dramatically enhanced usability in the hands of Investment Advisors and Branch Managers across our clients".

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