

### NEWSRELEASE

#### PriceMetrix Meets with Industry Finance Executives

Toronto, Canada – March 21, 2005 – PriceMetrix joined PricewaterhouseCoopers in co-sponsoring a summit of brokerage industry CFOs on March 17-19. This summit afforded an opportunity for leaders in the brokerage industry to discuss and debate the challenges faced by the industry today. PriceMetrix offered insights into a range of issues including regulatory, compliance and sales force effectiveness.

#### 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](http://www.pricemetrix.com)