

### NEWSRELEASE

#### PriceMetrix Completes Implementation of RPP Upgrade 4.0

Toronto, Canada – March 21, 2003 – PriceMetrix has gained momentum with the integration of its latest upgrade to the Revenue Platform ( RPP ) – formerly the Revenue Optimization Platform. The RPP 4.0 enables advisors to gain improved accessibility, flexibility and leverage with new product and service capabilities. Some of the features include enhanced reporting packages for advisors, downloadable and customizable reports, a French language support of the Revenue Management Report, and detailed Total Client Revenue.

With the launch of 4.0 , PriceMetrix continues to differentiate itself as the leader in creating tailored business intelligence for management and advisors – resulting in new revenue opportunities and maximized profitability for 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](http://www.pricemetrix.com)