

### NEWSRELEASE

#### PriceMetrix Expands with New Fee-Based Tools

Toronto, Canada – May 13, 2004 – PriceMetrix has unveiled a new suite of tools to focus on fee-based business that will strengthen and support the Company's overall Revenue Productivity Program.

"Currently being previewed by a select group of advisors, managers and executives, this addition to our offering provides specific data and resources that enable firms and their advisors to concentrate on priority clients and build their fee-based business aggressively," said Jeff Marsden, Vice President of PriceMetrix. "We've intensified our enduring commitment to this important business line."

In conjunction with this launch, PriceMetrix will also be releasing the Brokerage Revenue Platform 4.5. Both this enhanced new version and the fee-based tools will launch in late July.

#### 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)