

### NEWSRELEASE

#### PriceMetrix Announces the Addition of Jacques Malo

Toronto, Canada – May 17, 2004 – Jacques Malo has accepted an invitation to join PriceMetrix as an Advisor. Jacques is a seasoned veteran of the IT and Financial industries, with over 30 years of experience. He brings an expertise in combining business, technology and e-commerce, and has built some of the strongest IT teams in Canada having held senior level positions at such companies as LGS Group, Mouvement Desjardins, Quebecor Inc, Nurun Inc, BCE Emergis, National Bank Electronic Commerce and AGTI Consulting Group.

"Having access to Jacques's expertise will be a tremendous asset as PriceMetrix moves into its next phase of growth and development," said Doug Trott, President of PriceMetrix.

In his role at PriceMetrix, Jacques will provide counsel to both the senior management team and a select group of 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)