

NEWSRELEASE

PriceMetrix Productivity/Server Launched

Toronto, Canada – May 20, 2004 – With the completion of a major technology upgrade, the PriceMetrix Enterprise Revenue Productivity program has been re-launched as the PriceMetrix Productivity/Server. Recent enhancements to our technology platform have resulted in an increased platform capacity, opening the door to expansive Enterprise Revenue Productivity capabilities.

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