

NEWSRELEASE

FOR IMMEDIATE RELEASE

Morgan Keegan Accelerates Roll-Out of PriceMetrix ValueOne Program

Toronto, ON, April 9, 2008 - PriceMetrix announced today that Morgan Keegan & Company, Inc. has selected the patented PriceMetrix ValueOne Program to ensure that their advisory team is fully equipped with the right information and the right tools to help them better manage their business. The PriceMetrix ValueOne Program enables investment advisors to proactively discover and close client, product and pricing opportunities that generate revenue and enhance individual advisor 'book' value.

"We have actually been using PriceMetrix for a few months now," says Jim Parrish, Executive Managing Director and President, Private Client Group at Morgan Keegan. "We opted to start with a 'Limited Release' implementation for one region to validate our decision and make sure PriceMetrix could deliver. They exceeded our expectations in every way which prompted us to speed up the implementation schedule by a number of months."

"Advisor reaction to the PriceMetrix ValueOne Program has been extremely positive," comments Brian Fowler, Managing Director and Head of Wealth Management Services. "They love the monthly, in-depth view of their business that helps them pinpoint opportunities to increase personal production. The online practice management tools enable them to focus their time and efforts on the right opportunities and the peer performance comparisons definitely bring out their competitive side."

Doug Trott, President and CEO of PriceMetrix says, "We are absolutely delighted to welcome Morgan Keegan as a new client. As a company, we continue to work hard to ensure that the PriceMetrix ValueOne Program is helping each and every client to meet their business goals. I think the fact that Morgan Keegan has accelerated their roll-out schedule is tangible proof that the PriceMetrix ValueOne Program delivers results."

About Morgan Keegan & Company, Inc.

Morgan Keegan, one of the nation's largest regional full-service brokerage and investment banking firms, is the securities brokerage subsidiary of Regions Financial Corporation (NYSE: RF). Headquartered in Memphis, Tennessee, Morgan Keegan has some 400 offices in 19 states.

Additional information about Morgan Keegan and Regions – a member of the S&P 100 and Forbes Magazine's "Platinum 400" list of America's best big companies – can be found at www.morgankeegan.com and www.regions.com.

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About PriceMetrix

PriceMetrix focuses exclusively on improving the overall business of investment firms by helping individual financial advisors to become better 'CEOs' of their business. *PriceMetrix ValueOne Program* is a patented combination of business intelligence reports, practice management tools and expert services designed solely to enable advisors and managers, at all levels, to proactively identify and close client, product and pricing opportunities. PriceMetrix customers typically realize increases in assets, revenue and fee-based advisory business, as well as improvements in household quality and pricing

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a broad range of clients within Canada and the United States.