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For Immediate Release

Net New Asset Growth Tops 7% at US Brokerages Using Patented Application

Toronto, Canada: PriceMetrix, the market leader in improving retail brokerage and investment sales force results, today announced that over the last year, advisors at US PriceMetrix clients, predominantly regional firms, added net new assets at an annualized rate of 7% of starting assets. “We are pleased to report that all of our clients experienced growth in net new assets, with the leading firm banking a 10% increase”, stated Doug Trott, President and CEO of PriceMetrix.

These results compare favorably to the statistics reported recently by Investment News in a September 5th, 2006 article, titled “Wirehouses struggle to gain new assets”. The article claims that, during the period June 05 to June 06, Merrill Lynch advisors increased net new assets by 3.5%, UBS by 3%, Smith Barney by 1%, and Morgan Stanley advisor assets reportedly shrank by 1%.

“We specialize in helping investment advisors increase their assets and revenues, and these results are a testimony to our results and our clients’ leadership” concluded Trott.

About PriceMetrix: PriceMetrix is exclusively focused on assisting retail investments firms grow their assets and revenues by assisting individual Financial Consultants to become better CEOs of their businesses. 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, production (revenue) per Financial Consultant, core households and increases in pricing across all product lines. PriceMetrix is based in Toronto, Canada and services a growing North American client base.

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