

### NEWSRELEASE

#### PriceMetrix Releases Price Study Results

Toronto, Canada – November 25, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that it has released the preliminary results of its industry-wide equity commission pricing study. Over two dozen firms participated in the study. Each will receive a package of preliminary results by early December and a more complete results package in late Winter.

Jeff Marsden, PriceMetrix Vice President, reported “We are very pleased with the broad participation and the results. Our evaluation shows that many of the participant firms will be able to take direct action to improve their price and value positioning for financial and marketplace clarity benefits.”

For further information on this study and other upcoming industry-wide open participation studies, contact Jeff Marsden, Vice President, Client Group at PriceMetrix.

#### 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)