

### NEWSRELEASE

#### PriceMetrix Launches Productivity/Workstation

Toronto, Canada – November 28, 2002 – PriceMetrix is pleased to announce the launch of its new Internet-based, Productivity/WorkStation. This platform was carefully designed to help investment company management and advisors undertake proactive revenue management efforts to achieve top performance. Users can search, download reports, access user specific information, and leverage powerful business productivity resources.

"By incorporating leading-edge analytic capabilities and business intelligence, the Productivity/WorkStation functions as a business management resource with which users can discover and quantify opportunities to drive significant profit improvements" said Jeff Marsden, Vice President of PriceMetrix. "Until now, most advisors and managers had been lacking the kind of quality, high impact information and direction required to achieve real productivity and profitability gains in their businesses."

With the first phase of the Productivity/WorkStation rollout, users will gain access to:

- Current PriceMetrix Revenue/Productivity Reports on-line
- A searchable archive of historical reports and performance information
- Peer group performance rankings and statistics
- Training and education tools through the on-line university
- PriceMetrix Productivity Leadership tools
- Calculators that evaluate hypothetical revenue management decisions
- An interface with the PriceMetrix householding system ( HH/Link)

Future phases will include:

- Client Productivity Management Tools
- A report builder, which customizes performance assessments on a complete new set of dimensions
- A slate of new and innovative business intelligence tools using the latest in data visualization techniques. This will ensure that users gain maximum business leverage with minimum time and effort

#### 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)