

### NEWSRELEASE

#### PriceMetrix Hosts SIA Regional Firms Forum

Toronto, Canada – November 3, 2004 – PriceMetrix has been privileged to enjoy the invitation to sponsor and host the SIA Regional Firms Forum in Boca Raton, Florida. On November 2nd and 3rd the Presidents and CEOs of 25 Regional Brokerage firms assembled to discuss issues and trends facing their industry. PriceMetrix was pleased to play an important role in the success of the two-day conference.

#### About the Securities Industry Association:

The Securities Industry Association (SIA) was established in 1972 through the merger of the Association of Stock Exchange Firms (1913) and the Investment Banker's Association (1912).

The SIA brings together the shared interest of more than 600 securities firms to accomplish common goals. SIA's primary mission is to build and maintain public trust and confidence in the securities markets. SIA members (including investment banks, broker-dealers, and mutual fund companies) are active in all U.S. and foreign markets and in all phases of corporate and public finance.

#### 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)