

NEWSRELEASE

PriceMetrix Presents at SIA Regional Firms Forum

Toronto, Canada – November 3, 2003 – Executives from 20 Regional Brokerage firms will have the opportunity to discuss mechanisms to improve sales force and firm productivity with PriceMetrix.

"We are delighted to have been invited by the SIA to meet with this influential group of brokerage executives," said Doug Trott, President of PriceMetrix. "Our objective is to offer insight about the diligent application of tools and training to improve advisor productivity – as well as the inherent profit potential."

The Regional Firms Forum is being held November 4th and 5th, 2003 at the Boca Raton Resort and Club.

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