

NEWSRELEASE

PriceMetrix to Sponsor "Welcome Reception" at the SIA Annual Meeting – November 9-11, 2005 in Boca Raton

Toronto, Canada – October 31, 2005 – Inc., returns as a sponsor of the SIA's flagship conference – The 2005 SIA Annual meeting. Join Doug Trott, President of PriceMetrix at the Welcome Reception – the kick-off of the Annual Meeting. "We are very pleased again to participate in this important industry event", stated Doug Trott. "The theme of this year's event – Creating Opportunities – reinforces our proposition. It should prove to be a great 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