

### NEWSRELEASE

#### PriceMetrix Announces First U.S. Regional Brokerage Client

Toronto, Canada – October 1, 2003 – PriceMetrix is pleased to announce the addition of its first U.S. Regional Brokerage Firm as a client. The agreement was concluded after an extensive period of evaluation, which included on-site due diligence in Toronto, Canada.

This multi-year agreement offers us a tremendous opportunity to deploy our proven Revenue Program in the key U.S. Regional Markets," said Doug Trott, President of PriceMetrix. "PriceMetrix will have a direct financial incentive to generate improved business performance at both the Advisor and National levels."

#### 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)