

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