

NEWSRELEASE

PriceMetrix Launches [pricemetrix.com](http://www.pricemetrix.com)

Toronto, Canada – October 24, 2002 – PriceMetrix is pleased to announce the launch of its new public Web site, www.pricemetrix.com. This launch heralds another phase in the development of the Company.

The Web site is designed with an emphasis on providing information about PriceMetrix services and programs in an easily navigable format. Visitors can review the PriceMetrix philosophy and market, Revenue Management resources, case studies, the latest news and developments, and career opportunities.

PriceMetrix has also streamlining access to its web-enabled client tools, with the addition of a new login gateway on the public area, which allows direct entrance to the secured client site. In the coming weeks, a fully redesigned client site with an impressive set of new features will also be launched.

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