

FOR IMMEDIATE RELEASE - September 18, 2007

Odlum Brown rolls out leading PriceMetrix Productivity Program across sales force

Odlum Brown Limited is pleased to announce the deployment of the PriceMetrix Productivity Program across its Canadian sales force.

The PriceMetrix Program aids Financial Advisors in identifying ways to maximize their performance. Advisors using the Program develop more effective and efficient service models, ensuring that they are able to bring the right expertise and attention to the right clients.

"They have a long and impressive history – it is a privilege to bring our high-tech, high-touch approach for enhancing productivity to Odlum Brown." stated Jeff Marsden, PriceMetrix Vice President. "Their track record of client and shareholder value creation is outstanding; we look forward to helping them continue to create incremental value in the years to come."

Each Odlum Brown Investment Advisor, Branch Manager and Investment Assistant now has access to the full PriceMetrix Program. "We saw tremendous value in the PriceMetrix Program from our first exposure. We quickly became convinced that it would be a powerful addition to our firm" said Debra Hewson, President and CEO.

About PriceMetrix Inc.

PriceMetrix focuses exclusively on assisting investment firms increase productivity and revenue by helping individual Financial Consultants become better CEOs of their business. The PriceMetrix Program is a patented combination of Reporting Dashboards, Tactical User Tools, and comprehensive Support and Training solely designed to enable advisors and management to proactively identify and close Client, Asset, Revenue, Product and Pricing opportunities. For over seven years, PriceMetrix clients have experienced improved assets per FC, revenue per FC, and household quality, as well as increased Fee-based business and enhanced pricing.

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About Odlum Brown Limited

Odlum Brown Limited is an independent, British Columbia based, full-service investment firm providing professional advice, objective research and personalized client service to investors since 1923. In addition, life insurance products, retirement, estate and financial planning are available exclusively to clients through the Firm's wholly-owned subsidiary, Odlum Brown Financial Services Limited. Offices are located in Vancouver, Kelowna, Victoria, Chilliwack, Courtenay and Campbell River.

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