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**NEWSRELEASE**

**FOR IMMEDIATE RELEASE**

## Canaccord Wealth Management Subscribes to PriceMetrix CommissionCheck™

### Market Comparables for Equity Transactions will Support Competitive Pricing Practices for Advisors

**Toronto, Ontario, May 3rd, 2011 —** PriceMetrix, the software firm that helps retail wealth management firms and their advisors optimize selling efforts, manage clients, identify growth opportunities, and enhance practice management, announced today that Canaccord Wealth Management, a division of Canaccord Genuity Corp., has signed a three-year agreement to CommissionCheck™ services. The recently released CommissionCheck will support the equity pricing practices of over 272 Advisory teams across Canaccord's 31 Canadian Wealth Management offices.

"We are committed to providing our Advisors with the tools and resources that empower them to achieve superior client relationships based on trust, integrity, and transparency. Equipping our Advisors with the knowledge of how their proposed equity pricing stacks up in the marketplace will enable them to have more transparent conversations with their clients about their pricing and the value they are delivering," said Tanya Bird-McCann, Chief Operating Officer of Canaccord Wealth Management.

Information on pricing transparency and comparability is an essential element in the advisor-client relationship. CommissionCheck instantly shows how an Advisor's proposed commission compares to other commissions at their firm, and across the industry. CommissionCheck reveals a range of comparable commissions, from what popular discount brokerages would charge to what top performing full-service advisors charge. Advisors may learn that they have an opportunity to raise their price to an acceptable market level, or that they are priced at a premium relative to what others charge.

CommissionCheck can operate as a standalone application or can be integrated directly into a firm's order entry system. CommissionCheck is powered by a data set of more than 15,000 full service investment advisor books and over 380 million transactions across the retail securities brokerage industry. Transaction data is checked to ensure anonymity and to protect privacy. It is also refreshed on a monthly basis to ensure maximum accuracy and relevance. (A CommissionCheck demonstration can be viewed at www.pricemetrix.com.)

**About Canaccord Wealth Management:**

Canaccord Wealth Management is one of Canada's leading independent investment dealers, with 31 offices across the country. The Wealth Management division provides individual clients and companies with wealth management strategies, investment opportunities, and financial planning solutions. Through Canaccord's full suite of financial products and services, clients benefit from the development of a complete wealth management strategy tailored for their specific financial objectives.

Canaccord Wealth Management is a division of Canaccord Genuity Corp., a member of the Canadian Investor Protection Fund, Investment Industry Regulatory Organization of Canada (IIROC), and The Toronto Stock Exchange (TSX).

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**About PriceMetrix:**

PriceMetrix is a software firm that helps retail wealth management firms and their advisors optimize selling efforts, manage clients, identify growth opportunities, and enhance practice management.

Through its exclusive relationships with North American retail wealth management providers, PriceMetrix directly measures aggregated data representing 2.3 million investors, 380 million transactions, 1 million fee-based accounts, 4 million transactional accounts and over $850 billion in investment assets. PriceMetrix combines its patented process for collecting and classifying data with proprietary measures of revenue, assets, and households to create the most insightful and granular retail wealth management database available today. PriceMetrix was recognized in the top 250 ICT Companies Listing in the 2010 Branham300.

PriceMetrix' comprehensive data on the business practices of retail investment advisors and their clients inspired the development of the award-winning, patented ValueOne™ that now includes ClientCheck™, its patent-pending CommissionCheck™, its U.S. Market-Based Equity Commission Schedule, and its patent-pending FeeCheck™, a recent practice management innovation from PriceMetrix.

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a notable range of clients within the United States and Canada. For more information about PriceMetrix web-based practice management solutions, please contact 416-955-0514 or 1-866-955-0514, e-mail info@pricemetrix.com, or visit www.pricemetrix.com.