

NEWSRELEASE

FOR IMMEDIATE RELEASE

**NBCN Integrates PriceMetrix CommissionCheck™
Solution into its Order Entry System**

Toronto, Ontario, August 3rd, 2011 – NBCN Inc. (NBCN), a subsidiary of National Bank Financial Inc. has entered into a multi-year agreement with PriceMetrix Inc., a SaaS software provider that specializes in helping retail wealth management firms enhance practice management while optimizing revenue opportunities.

PriceMetrix is supplying its market-leading CommissionCheck solution to NBCN, allowing the correspondent brokerage services firm to provide real-time commission pricing intelligence to over 65 clients and 1,500 advisors, via integration with the Correspondent Network Order Entry system.

“We are very pleased with the addition of PriceMetrix’ CommissionCheck solution to our Order Entry System and are confident that our clients will be excited as well.” said David Burnes, Executive Vice President of NBCN. “Our decision to integrate CommissionCheck showcases our continued commitment to providing our clients with best-in-class technology solutions that fit with their needs.”

CommissionCheck is a subscription service designed to empower financial advisors to price equity commission trades at market levels by providing advisors with real-time market pricing comparables. Integrated directly into a firm’s order entry system, an advisor’s regular equity trade order workflow provides CommissionCheck with the details required to instantly show how the proposed commission compares to other commissions at their firm, and across the industry. A range of comparable commissions is revealed, from what popular discount brokerages would charge to full service top performing advisors. 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.

“We look forward to working with NBCN and their clients” said Doug Trott, President and Chief Executive Officer, PriceMetrix. “With CommissionCheck, an advisor can identify and target revenue opportunities while gaining the confidence to charge a fair price by being in the know. Now that is powerful.”

CommissionCheck is powered by a data set of more than 20,000 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.

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About NBCN

Founded in 1990, NBCN is the first and largest supplier of third-party administrative and support services to the Canadian financial services industry. NBCN administers over \$50 billion on behalf of more than 100 Canadian financial services firms, including more than 65 IIROC-licensed firms, ranging from small boutiques, financial planners and money managers, to large integrated companies.

For more information about NBCN, please visit www.nbcn.ca

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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 recently recognized in the top 250 ICT Companies Listing in the 2010 Branham300.

Our comprehensive data on the business practices of retail investment advisors and their clients inspired the development of the award-winning, patented ValueOne™, our patent pending CommissionCheck™, and our U.S. Market-Based Equity Commission Schedule. FeeCheck™, is the newest practice management innovation from PriceMetrix. It is designed to help retail wealth management firms and their financial advisors make more informed market-based pricing decisions for their fee and managed business.

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 us at 416-955-0514 or info@pricemetrix.com.