

When It Comes to Brokerage Profits & Productivity, Canada's PriceMetrix Owns the Rights

Canada's PriceMetrix Inc. Awarded Exclusive U.S. Patent For Business Method

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For Immediate Release

Toronto, Canada: PriceMetrix, the market leader in improving retail brokerage and investment sales force results, today announced that the United States Patent and Trademark Office has awarded it the business method patent for peer performance comparison approach to increasing the revenues, assets and sales performance of retail financial advisors.

"In 2000 when we founded the firm we discovered there was a lot of data but little business or market intelligence available to help retail financial advisors increase their assets and revenues", said Doug Trott, President & CEO. "Brokerage firms were applying analyst resources and software to their data but found low adoption rates and little in terms of measurable financial results. Our Platform and Program has driven measurable increases in revenue and assets with each of our 10 clients. We are pleased that the US patent affirms our unique proposition."

"In the past two years, the PriceMetrix Platform and Program has been instrumental in growing assets per advisor by over 30% and production per advisor by over 25%. PriceMetrix has been a key component in improving the overall productivity of our sales forces and we congratulate them on their patent" said Walter Robertson, President and CEO of Richmond Virginia based brokerage firm Scott & Stringfellow.

The PriceMetrix Platform and Program, designed specifically for retail investments firms, is currently delivered on an Application Service Provider (ASP) basis. "The patent will allow us to consider licensing our intellectual property to more rapidly penetrate our target market of retail financial advisors," added Trott.

PriceMetrix has additional patent applications filed in several international jurisdictions.

About PriceMetrix: PriceMetrix is exclusively focused on assisting retail investments firms grow their assets and revenues by assisting individual Financial Consultants to become better CEOs of their businesses. 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 accounts, revenue per Financial Consultant, 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.

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