

### NEWSRELEASE

#### FOR IMMEDIATE RELEASE

### Wellington West Renews PriceMetrix ValueOne Contract

#### ValueOne Allows Advisors to Identify and Take Advantage of Opportunities

**Toronto, Ontario, February 10, 2011** – Wellington West Capital Inc., one of the largest and fastest-growing independent full-service wealth management firms in Canada, has confirmed the multi-year renewal of its PriceMetrix ValueOne contract across the firm's network of 178 advisor teams.

PriceMetrix ([www.pricemetrix.com](http://www.pricemetrix.com)) is a software company that helps retail wealth management firms and their advisors optimize selling efforts, manage clients, identify growth opportunities, and enhance practice management. "Wellington West's renewal of the ValueOne contract is a testament to the measureable performance improvements that can be achieved by enhancing practice management through business intelligence and practical tools. We are pleased to be extending our business association with Wellington West," said Doug Trott, President, and CEO of PriceMetrix.

According to Annamaria Testani, Senior Vice President, National Business Development, Wellington West, "ValueOne provides our advisors with a fact-based snapshot of their business and shows them how they stack up against their peers. ValueOne reveals the good habits and helps them improve the not so good habits in a concrete manner and often creates 'wow' moments for our advisors. The business intelligence and tools available to advisors through ValueOne allow them to quickly identify opportunities and take action to improve their business. For a growing number of advisors at Wellington West, ValueOne is changing the way they do business."

The PriceMetrix ValueOne solution delivers business intelligence regarding investment advisor practices, productivity and relative performance, as well as firm-wide benchmarking against competitive practices. This intelligence, combined with ValueOne's proprietary analytical tools, helps retail wealth management firms improve investment advisor practice management strategies, coaching, and productivity. ValueOne is fueled by a rich and longitudinal data warehouse representing 2.3 million investors, 380 million transactions, 1 million fee-based accounts, 4 million transactional accounts and over \$850 billion in investment assets.

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#### **About Wellington West:**

The Wellington West group of companies provides full-service brokerage, financial planning, asset management and capital markets services. Over the past 18 years, the employee-owned Wellington West has become one of the largest and fastest-growing independent full-service wealth management firms in Canada with approximately \$10 billion in assets under administration.

Among its many corporate achievements, Wellington West has been ranked in the top quartile of the 50 Best Employers in Canada for the past seven consecutive years, named one of Canada's Fastest Growing Companies in 2010, and recognized as one of Canada's 50 Best Managed Companies for four consecutive years and a total of 10 times since 1996. In addition, Wellington West ranked in the top three in the 2010 Brokerage Report Card survey for the seventh consecutive year. Its founder and CEO, Charlie Spiring, won the top honour in the professional/financial services category of the Ernst & Young 2009 Entrepreneur of the Year Awards for the Prairies region.

#### **About PriceMetrix:**

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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.

The 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 FeeCheck™, a recent practice management innovation.

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 [info@pricemetrix.com](mailto:info@pricemetrix.com) or visit [www.pricemetrix.com](http://www.pricemetrix.com).