

### NEWSRELEASE

#### FOR IMMEDIATE RELEASE

### **BMO Nesbitt Burns Renews Commitment to PriceMetrix' ValueOne™ Program**

**Toronto, ON, February 25, 2010** - BMO Nesbitt Burns Inc. has confirmed the multi-year renewal of PriceMetrix' ValueOne Program across the firm's network of 1,300 Investment Advisors and 75 branches. The patented ValueOne Program delivers systematic and scalable practice management tools and services that empower over 10,000 Investment Advisors in North America to achieve measurable performance improvements.

"We have embraced the PriceMetrix ValueOne Program for over three years now and our Investment Advisors are achieving measurable and meaningful results," said Colin Monteith, Senior Vice President at BMO Nesbitt Burns. "ValueOne has become an integral tactic that supports our strategic commitment to foster Investment Advisor best practices."

The ValueOne Program delivers enhanced business intelligence regarding Investment Advisor activity, relative performance, and enterprise-wide benchmarking against competitive practices that empowers retail wealth management firms to improve Investment Advisor practice management strategies, coaching and ultimate productivity. PriceMetrix' ValueOne users have fared well in what has been a tumultuous financial period filled with anxious clients and significant industry change and consolidation, according to a recent statistical review conducted by PriceMetrix.

Doug Trott, President and CEO of PriceMetrix said, "We are proud that the ValueOne Program has contributed to Investment Advisors' performance improvements at BMO Nesbitt Burns over the past three years. We are equally confident that ValueOne will continue to drive significant results for BMO Nesbitt Burns."

#### **About BMO Nesbitt Burns:**

BMO Nesbitt Burns and its predecessor companies have been helping investors meet their financial goals since 1912. In August 1987, BMO Bank of Montreal acquired Nesbitt Thomson – then one of Canada's oldest and most respected investment houses. In 1994, Nesbitt Thomson and Burns Fry — also recognized as one of the largest worldwide dealers of Canadian equities and debt securities — merged. BMO Nesbitt Burns Inc. emerged as a member organization of BMO Financial Group, offering a broad range of wealth management and investment products and solutions.

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Today, as one of Canada's leading full service investment firms, BMO Nesbitt Burns has an established reputation within the financial services industry. With over 75 branches and 1,300 Investment Advisors (as of September 2009) BMO Nesbitt Burns is committed to helping clients meet their wealth management objectives in the same tradition of professionalism, integrity and innovation.

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#### **About PriceMetrix:**

PriceMetrix is dedicated to delivering solutions that enhance the overall business results of retail wealth management firms by helping financial advisors, mid-level managers, and senior management become better 'CEOs' of their business. With 10 years of experience, we are the leader in delivering systematic and scalable practice management to retail wealth management firms and their financial advisors.

Our comprehensive understanding and experience inspired the development of award-winning, patented technology in the ValueOne™ Program. CommissionCheck™, the newest practice management innovation from PriceMetrix, is designed to help retail wealth management firms and their financial advisors increase productivity and revenue.

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a notable range of clients within Canada and the United States.