

### NEWSRELEASE

FOR IMMEDIATE RELEASE

### Scott & Stringfellow Renews Commitment to PriceMetrix' ValueOne™ Program

**Toronto, ON, March 3, 2010** – PriceMetrix is pleased to announce that Scott & Stringfellow, a Richmond, Virginia based brokerage firm and wholly-owned nonbank subsidiary of BB&T Corporation (NYSE:BBT), has again renewed a multi-year commitment to the PriceMetrix ValueOne Program. Scott & Stringfellow was PriceMetrix' first U.S. client and this renewed commitment represents a partnership spanning almost a decade.

The patented ValueOne Program delivers systematic and scalable practice management tools and services that enable over 10,000 Investment Advisors in North America to achieve measurable performance improvements. The ValueOne Program delivers enhanced business intelligence regarding Investment Advisor activity, detailed book metrics, 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.

Scott & Stringfellow have also expressed their intention to leverage PriceMetrix' most recent innovation CommissionCheck™ - a unique service designed to empower Investment Advisors to price equity commission trades at market levels by providing real time market pricing comparables. CommissionCheck is driven by a data set of more than 20,000 full service investment advisor books and over 200 million transactions from across the retail wealth management industry.

Based on PriceMetrix' market data, Scott & Stringfellow consistently ranks in the top of the U.S. retail wealth management market on productivity. According to Walter Robertson, Senior Managing Director, President Private Client Group, Scott & Stringfellow, " Our long term partnership with PriceMetrix has been the driving force in defining our practice management efforts over the past decade. Our top rankings in the industry for productivity are a testament to the benefits we derive from the ValueOne Program."

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#### About Scott & Stringfellow

Scott & Stringfellow, LLC, founded in 1893, is a full service regional brokerage and financial services firm with 41 offices in Virginia, West Virginia, North Carolina, South Carolina, Georgia, and New Jersey. It is a wholly-owned nonbank subsidiary of BB&T Corporation (NYSE: BBT). Scott & Stringfellow and BB&T Capital Markets, a division of Scott & Stringfellow, employ more than 1,000 people, including approximately 250 financial advisors. More information is available at [www.ScottStringfellow.com](http://www.ScottStringfellow.com).

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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.