

NEWSRELEASE

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PriceMetrix Flagship Offering Renamed the PriceMetrix ValueOne Program

New Name Better Aligned with Scope of Benefits for Financial Advisors

Toronto, ON (March 25, 2008) - PriceMetrix Inc. announces today that it has renamed its industry leading practice management and reporting solution aimed specifically at helping individual financial advisors become better 'CEOs' of their business. Formerly known as the PriceMetrix Productivity Program, this patented combination of software products and expert services has been renamed the *PriceMetrix ValueOne Program* to more accurately reflect the scope of benefits that PriceMetrix clients realize from the program's implementation and ongoing use.

"Productivity improvement will definitely continue to be a key benefit of the ValueOne Program", says Doug Trott, President and CEO of PriceMetrix. However, he indicates that the program has been designed to do a number of things that help financial advisors improve their businesses overall. "The PriceMetrix ValueOne Program enables advisors to improve the quality and value of their 'books' by helping them focus on the right clients, the right product mix, and the right pricing for their services," he says. The program points advisors to new revenue opportunities and provides all the tools they need to act on these opportunities, as well as, measure and keep track of their results. "Since 2000, we have been challenging investment firms to realize their true 'value'. The PriceMetrix ValueOne Program is the enabler that helps them get there," states Doug.

Jeff Marsden, Vice President of Client Services at PriceMetrix agrees that the word 'productivity' as the overall program name has become too narrow in its' scope. "As a company, we have always been closely attuned to the needs of our clients, and have continued to enhance program features and functionality to reflect this focus. When we took stock of the current offering, productivity alone seemed to fall short in describing the breadth of value that we deliver to our clients today," says Jeff. "PriceMetrix ValueOne Program continues to be a hosted application, and is still comprised of the same rich core elements that our clients have come to know and rely on to drive profitable growth," he adds. The PriceMetrix ValueOne Program includes PriceMetrix Productivity Reports, online practice management tools available through the PriceMetrix Productivity Workstation, and the expert services of Client Managers with deep industry knowledge.

About PriceMetrix

PriceMetrix focuses exclusively on improving the overall business of investment firms by helping individual financial advisors to become better 'CEOs' of their business. *PriceMetrix ValueOne Program* is a patented combination of business intelligence reports, practice management tools, and expert services designed solely to enable advisors and managers, at all levels, to proactively identify and close client, product and pricing opportunities. PriceMetrix customers typically realize increases in assets, revenue and fee-based advisory business, as well as, improvements in household quality and pricing

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