

NEWSRELEASE

FOR IMMEDIATE RELEASE

PriceMetrix Appoints Chief Financial Officer

Toronto, ON, July 21, 2008 – PriceMetrix Inc. announced today the appointment of Brent Geddes to serve as the organization's Chief Financial Officer. In this role, Geddes will have responsibility for all finance functions and will be part of the Management Committee.

"PriceMetrix has a powerful value proposition designed for financial advisors and I am genuinely excited to join the team and help advance the adoption of this proposition in the marketplace", said Geddes.

Geddes comes to PriceMetrix with years of proven experience from performing as financial lead for a variety of technology related organizations.

Prior to joining PriceMetrix, Brent was Vice President, Finance and Chief Financial Officer for AudienceView Ticketing Corporation, an advanced ticketing services provider to arenas, stadiums, theaters, and other venues worldwide, as well as Vice President, Finance for Casero Inc., a leading provider of infrastructure software to broadband service providers; and, Director, Finance for Solect Technology Group, a leading provider of customer care and billing software to internet service providers.

Brent holds Certified Management Accountant (CMA) and Chartered Financial Analyst (CFA) designations.

"We continue to experience tremendous growth and look forward to Brent's contributions to fully realize our potential." said Doug Trott, President and Chief Executive Officer of PriceMetrix Inc.

For more information, please contact:

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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.