

NEWSRELEASE

FOR IMMEDIATE RELEASE

PriceMetrix Clients Continue Increasing Production

Toronto, ON, July 29, 2008 - At PriceMetrix, we help investment firms grow and prosper by helping their individual advisors increase personal production and improve the overall quality of their 'books'. Using a patented combination of software and expert services, the *PriceMetrix ValueOne Program* helps advisors and managers identify opportunities and take action in 3 key areas that drive consistent and profitable growth:

- Identifying, retaining and servicing core households
- Diversifying and extending client relationships with the right products
- Value-based pricing to ensure fair compensation for advisor services

Since our first implementation 8 years ago, we continually evaluate our clients' performance by comparing their current assets and revenues to the levels when they first began working with PriceMetrix. We are pleased to report that the overall results have been consistently outstanding!

As a whole, and updated for second quarter 2008, PriceMetrix clients have demonstrated the following improvements across their businesses: *

- Increased retail investment assets by a total of \$56.8 billion,
- Increased cumulative production from program inception by \$1.3 billion,
- Increased assets in fee-based products by \$29 billion,
- Increased the average annual revenue generated per household by \$433,
- Increased average assets per household by \$60,000,
- Increased average annual production per advisor by well over \$75,000.

Of course, results have varied by client but the bottom line is PriceMetrix clients are managing more assets and generating more revenue from higher quality clients across the board!

If you are interested in achieving the success our 16 clients have enjoyed, or would like to review specific case studies, please contact Doug Trott, President & CEO at 416 955 4498, or doug.trott@pricemetrix.com.

** Results for June 2008 updated as of July 24, 2008*

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.