

### NEWSRELEASE

#### FOR IMMEDIATE RELEASE

#### PriceMetrix Appoints Vice President of Integration Services

**Toronto, ON, September 12, 2008** – PriceMetrix Inc. announced today the appointment of Jong Choi to serve as the organization's new Vice President of Integration Services. In this role, Mr. Choi will have responsibility for integrating new clients to the hosted solution and will be a member of the Management Committee.

"PriceMetrix has successfully completed almost 20 implementations of the patented ValueOne program with clients. I am looking forward to the coming year as we prepare to offer Single Sign On and other new products to our clients and channel partners", said Mr. Choi.

Mr. Choi comes to PriceMetrix with 16 years of retail brokerage industry experience. Prior to joining PriceMetrix, Mr. Choi served as Director, Business Planning and Controls at CIBC Wood Gundy

Mr. Choi holds a Bachelor of Arts degree in Political Science from the University of Toronto.

"Jong brings terrific knowledge of retail brokerage gained at Midland Walwyn, Merrill Lynch Canada, ScotiaMcLeod and CIBC Wood Gundy. He is well suited to lead our client integrations as we grow our client base and product line" said Doug Trott, President and Chief Executive Officer of PriceMetrix Inc.

For more information, please contact:

416-955-0514 or [info@pricemetrix.com](mailto:info@pricemetrix.com)

#### 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.