

## NEWSRELEASE

## FOR IMMEDIATE RELEASE

**Richardson GMP Expands Commitment to PriceMetrix ValueOne™**  
Continuing a Five Year Tradition of Increasing Advisor Production

**Toronto, Ontario, October 20, 2010** - PriceMetrix, the market leader in delivering productivity enhancing practice management solutions to the retail wealth management industry, today announced that Richardson GMP renewed its commitment to the ValueOne practice management and reporting solution, extending it to all advisors in its 17 offices across Canada.

"Our decision to renew our contract with PriceMetrix' ValueOne demonstrates our commitment to providing our Advisor Partners and teams with tools to help build and enhance their practices. By better understanding our practices, we can continue to enhance our focus on the high net worth client experience while building shareholder value within the firm. ValueOne will provide the indepth analysis that helps our Advisors get the most out of their business, whether it's segmenting their client base, finding pricing opportunities, or identifying clients to move to a fee-based platform," said Andrew Marsh, CEO of Richardson GMP Limited.

The patented ValueOne practice management and reporting solution identifies qualified revenue leads within an advisor's current practice, which helps them maximize their business results. ValueOne has helped over 10,000 Investment Advisors and 20 brokerage firms in North America achieve measurable improvements in production.

According to Doug Trott, President and CEO of PriceMetrix, "The renewed commitment of Richardson GMP to ValueOne is an important signal to the marketplace. It attests to the measurable, business-enhancing value of ValueOne in tough but improving economic conditions."

**About Richardson GMP Limited**

Top ranked in the 2010 Investment Executive *Brokerage Report Card*, Richardson GMP is focused on providing Canada's most successful families and entrepreneurs with access to exclusive wealth management and innovative investment services delivered by some of Canada's finest investment professionals. Richardson GMP Limited has offices located in Victoria, Sidney, Vancouver, Banff, Edmonton, Red Deer, Calgary, Saskatoon, Winnipeg, Guelph, Mississauga, Toronto, Ottawa, Montreal and Charlottetown. For more information, please visit [www.richardsongmp.com](http://www.richardsongmp.com).

### NEWSRELEASE

#### **Richardson GMP Contacts:**

Tammy Clark  
Director, Marketing  
Tel: (905) 615-5614 – 1 (866) 205-3548  
[Tammy.Clark@RichardsonGMP.com](mailto:Tammy.Clark@RichardsonGMP.com)

In Québec:  
Marie Blouin-Nightingale  
Manager, Marketing  
Tel: (514) 935-9826 – 1 (866) 697-7174  
[Marie.BlouinNightingale@RichardsonGMP.com](mailto:Marie.BlouinNightingale@RichardsonGMP.com)

#### **PriceMetrix Contact:**

Doug Trott  
President and CEO  
Tel: (416) 955-0514 Ext. 229  
[Doug.Trott@pricemetrix.com](mailto:Doug.Trott@pricemetrix.com)

#### **About PriceMetrix:**

PriceMetrix is a software firm that helps retail wealth management firms and their advisors optimize selling efforts, manage clients, identify growth opportunities, and enhance practice management.

Through its exclusive relationships with North American retail wealth management providers, PriceMetrix directly measures aggregated data representing 1.5 million investors, 200 million transactions, 1 million fee-based accounts and \$800 billion in investment assets. PriceMetrix combines its patented process for collecting and classifying data with proprietary measures of revenue, assets and households to create the most insightful and granular retail wealth management database available today. PriceMetrix was recently recognized in the top 250 ICT Companies Listing in the 2010 Branham300.

Our comprehensive data on the business practices of retail investment advisors and their clients inspired the development of the award-winning, patented ValueOne™, our patent pending CommissionCheck™ and our U.S. Market-Based Equity Commission Schedule. FeeCheck™ is the newest practice management innovation from PriceMetrix. It is designed to help retail wealth management firms and their financial advisors make more informed market-based pricing decisions for their fee and managed business.

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a notable range of clients within the United States and Canada. For more information about PriceMetrix Web-based practice management solutions, please contact us at 416-955-0514 or [info@pricemetrix.com](mailto:info@pricemetrix.com).