

### NEWSRELEASE

#### FOR IMMEDIATE RELEASE

#### Scott & Stringfellow Extends Investment in PriceMetrix Advisor Productivity Tools

**Toronto, ON, April 6, 2009** – PriceMetrix Inc. is pleased to confirm that long-time client, Scott & Stringfellow, a Richmond, Virginia based brokerage firm and subsidiary of BB&T Corporation (NYSE:BBT), has extended its *PriceMetrix ValueOne Program* commitment. The ValueOne Program remains a central and integral part of how Scott & Stringfellow operates and how their Financial Advisors manage their businesses. “We look forward to a continued robust partnership with Scott & Stringfellow, as they continue to focus on building a firm where advisors can and do enjoy tremendous success” stated Doug Trott, President & CEO of PriceMetrix.

#### 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.