

### NEWSRELEASE

#### FOR IMMEDIATE RELEASE

#### PriceMetrix recognized as Laureate by The Computerworld Honors Program

**Toronto, April 21, 2009** – The PriceMetrix ValueOne™ Program has received the prestigious Laureate distinction by IDG's Computerworld Honors Program in the Finance, Insurance and Real Estate category.

In its 21st year, Computerworld Honors is the longest running global program to honor individuals and organizations whose use of information technology has been especially noteworthy for the originality of its conception, the breadth of its vision and the significance of its benefit to society.

"We are very proud to receive this prestigious award from Computerworld and to join such a distinguished list of peers," said Doug Trott, PriceMetrix President and CEO. "This recognition reflects our strong commitment to helping financial advisors improve the quality of their business relationships and the value of their advice."

The PriceMetrix ValueOne Program delivers a unique brand of business intelligence to help financial advisors improve the value of services they provide to their retail investor clients. Using a unique, patented approach to business intelligence, the ValueOne Program has helped thousands of advisors make smarter decisions about which clients to service, what products to sell and what to charge for those products.

Morgan Stanley, one of the largest and most well respected global financial services firms, nominated PriceMetrix for the Laureate Award. "We extend our sincere congratulations to PriceMetrix for attaining Computerworld Laureate status," said Morgan Stanley's Merritt Lutz. "This well-deserved award is a tribute to PriceMetrix' ability to combine leading technology with their deep industry expertise to deliver success."

The Computerworld Honors Program unites Chairmen and CEOs of the world's foremost information technology companies to recognize the most outstanding user achievements in technology each year. The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums, and research institutions throughout the world.

"Each Laureate selected for this honor understands the importance of using one's resources and technical prowess to benefit one's fellow man," said Bob Carrigan, Chairman of the Computerworld Honors Program Chairmen's Committee and President, IDG Communications.

This year's Honorees will be commemorated during the 21st Annual Laureates Medal Ceremony & Gala Awards Evening on June 1, 2009 at the historic Andrew W. Mellon Auditorium in Washington, D.C.

Additional information about the Computerworld Honors program can be found at their website: [www.cwhonors.org](http://www.cwhonors.org).

#### About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site ([www.computerworld.com](http://www.computerworld.com)), weekly publication, focused conference series and custom research form the hub of the world's largest (40+ edition) global IT media network. In the past six years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE).

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In addition, in 2007 Computerworld's then editor in chief, Don Tennant, received the prestigious Timothy White Award from American Business Media. Computerworld leads the industry with an online audience of over 2 million unique, monthly visitors and a print audience of 1,222,000 readers each week (IntelliQuest CIMS Spring 2007).

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.