

NEWSRELEASE

FOR IMMEDIATE RELEASE

PriceMetrix Launches New Product: CommissionCheck™

Developed to help investment advisors improve productivity and revenue

TORONTO, May 20th, 2009 – PriceMetrix Inc. is pleased to announce the launch of its latest innovation, CommissionCheck™.

Developed specifically to help retail broker/dealers and their investment advisors increase productivity and revenue, this valuable action tool provides users with real time market comparables to ensure their commission trades are properly priced. Integrated directly on a firm's Order Entry System, an advisor's regular equity trade order workflow provides CommissionCheck with the details required to quickly show how the proposed commission compares to other commissions at their firm, and across the industry.

"The power is in the simplicity," said Doug Trott, PriceMetrix President and CEO. "With a simple modification to the order entry application, we can give advisors the pricing confidence to charge appropriately for the value of their advice."

After a user has entered the details of an order, and while the order is being verified, a patent pending statistical engine looks for the most appropriate comparison trades. This data tells the advisor exactly what others have charged for transactions similar to the one they are about to execute and helps the advisor determine a fair commission amount.

Users are shown a range of comparable commissions, from what popular discount brokerages would charge to full service top performing advisors. Advisors may learn that they have an opportunity to significantly raise their price to an acceptable market level, or that they are priced at a premium relative to what others charge.

CommissionCheck is powered by a data set of more than 10,000 full service investment advisors. Transaction data is purified to ensure anonymity and to protect privacy. It is also refreshed on a monthly basis to ensure maximum accuracy and relevance.

CommissionCheck easily integrates with most Order Management applications. It is available for PriceMetrix ValueOne Program clients and non-ValueOne Program clients. ValueOne provides broker/dealers with a systematic and scalable approach to practice management - helping financial advisors make better decisions about which clients to serve, which products to sell and what price to charge.

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.