

NEWSRELEASE

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Desjardins Securities Extends Investment in PriceMetrix Advisor Productivity Tools

Toronto, ON, July 7, 2009 – Desjardins Securities has been a ValueOne client since 2005 and has seen significant improvements in the productivity of its overall business. The Desjardins Securities sales force and management team have embraced PriceMetrix tools and guidance to maximize business efficiency. "PriceMetrix reports empower ValueOne users to easily understand and evaluate their business and to reach their business goals by correcting those areas that affect overall productivity," says Bruno Desmarais, Desjardins Securities Vice-President. Bruno and his team look forward to continued business progress and success in the renewed partnership with PriceMetrix.

"We are delighted that Desjardins Securities has decided to extend the business relationship between our organizations," says Jeff Marsden, PriceMetrix Vice-President Client Group. "We look forward to deepening our partnership with Desjardins Securities and to bringing more innovative business practice solutions to their sales force in the coming years."

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.