

NEWSRELEASE

FOR IMMEDIATE RELEASE

Janney Montgomery Scott Renews Commitment to PriceMetrix Advisor Productivity Tools

Toronto, ON July 21, 2009 – PriceMetrix Inc. is pleased to announce that long-time client, Janney Montgomery Scott LLC, a Philadelphia, Pennsylvania based investment and financial services firm and subsidiary of The Penn Mutual Life Insurance Company, has renewed its *PriceMetrix ValueOne Program* commitment for several years. The ValueOne Program remains a central and integral part of how Janney Montgomery Scott delivers on its commitment to help their Financial Consultants grow and manage their businesses. “Janney has experienced record recruiting success this year, and we look forward to helping those new Financial Consultants and existing Financial Consultants identify business development opportunities, expand client relationships and drive additional production” stated Doug Trott, President & CEO of PriceMetrix.

About Janney Montgomery Scott LLC

Established in 1832, Janney Montgomery Scott LLC provides comprehensive financial advice and superior service to individual, corporate and institutional investors. A full-service, financial services firm, Janney is committed to providing our clients advice through a wealth management approach by focusing on the delivery of strategic financial plans that utilize a variety of financial products and services best suited to help meet their financial goals.

Janney is equally committed to providing our corporate and institutional clients objective advice for the successful execution of their unique business plans. Janney provides advice and service to clients through a network of professionals in branch offices located along the entire east coast. Janney is an independently operated subsidiary of The Penn Mutual Life Insurance Company, the seventh largest mutual insurance company in the nation based on capital, and is a member of the New York Stock Exchange, Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. Visit Janney at www.jmsonline.com

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.