

NEWSRELEASE

FOR IMMEDIATE RELEASE

PriceMetrix Appoints Vice President of Sales

Toronto, ON, September 24, 2008 – PriceMetrix Inc. announced today the appointment of Harold Westervelt to serve as the organization's new Vice President of Sales. In this role, Mr. Westervelt will have responsibility for building and leading the sales team and will also be a member of the Management Committee.

"PriceMetrix has a history of helping broker dealers substantially grow their production with the patented ValueOne Program, and we have a tremendous opportunity to expand our business. With every one of our ValueOne clients being referenceable, along with leveraging established relationships with leading channel partners, and the introduction of new products, we are poised to dominate the market", said Mr. Westervelt.

Mr. Westervelt comes to PriceMetrix with 18 years of brokerage industry experience. Prior to joining PriceMetrix, Mr. Westervelt was Senior Vice President, Regional Managing Director, Sales, Retail Wealth Management at Thomson Reuters.

Mr. Westervelt holds a Bachelor of Science degree in Business Communications from Missouri State University and an MBA from California State University.

"Harold brings a deep knowledge of the retail brokerage market gained at Thomson Reuters, Wiesenberger and Standard and Poor's. He is well suited to build and lead our sales function and contribute to our product development" said Doug Trott, President and Chief Executive Officer of PriceMetrix Inc.

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.