

**October 19, 2007 –**

**PriceMetrix invited as Sales Effectiveness expert to participate in TalentConnect<sup>SM</sup> Forum, sponsored by Pershing's Full Service Market Segment**

*PriceMetrix, one of Pershing's ValueAlliance® partners, to participate in panel discussion focused on attracting and retaining top producing Investment Advisors.*

PriceMetrix today announced its participation in Pershing's upcoming **TalentConnect Forum** to be held in Jersey City on Wednesday, October 24th and hosted by their Full Service Market Segment. The forum is dedicated to the "Race for Top Talent" and will address the myriad challenges faced by today's broker-dealers in recruiting and retaining the more lucrative, highly productive financial advisors.

PriceMetrix is one of Pershing's ValueAlliance® partners, and delivers its expertise in developing innovative, ROI-driven solutions designed for retail brokerage and wealth advisory businesses to Pershing customers.

PriceMetrix Vice President and Co-Founder Jeff Marsden is scheduled to participate as one of the featured panelists in a discussion aimed at investment firms looking to create "The Ultimate Package to Attract and Retain Top Talent", and will be addressing Investment Professional Productivity. Dennis Gallant, of Gallant Distribution Consulting, will moderate the panel.

The exclusive PriceMetrix Program empowers Investment Advisors to achieve a greater level of performance and realize opportunities for success.

Beginning with an analysis of the Investment Advisor's business, the peer analytics-based program pinpoints growth opportunities achieved through the implementation of proven practice management tools and techniques.

"We believe the patented PriceMetrix Productivity Program can be an incredibly powerful draw for new recruits, when firms need an edge in attracting premier investment executives and their teams," says Jeff Marsden, Vice President of PriceMetrix. "In fact, existing PriceMetrix clients have a leg up on their competitors in terms of retaining top advisors, since many of them rely on the program to manage their practice more effectively and earn more than their peers. We help our clients improve their decisions about determining which clients to serve, which products to sell, and what price to charge."

The PriceMetrix Productivity Program marries powerful business performance dashboard reports, proven user tools and personal practice management on demand to help individual Investment Advisors become more successful CEOs of their business. PriceMetrix clients realize increases in assets-per-representative; fee based business; revenue per household; and opportunities for client cross-sell.

"We are delighted to be a select partner in Pershing's ValueAlliance® program", said Doug Trott, President of PriceMetrix. "We believe that the value created for clients who work with both Pershing and PriceMetrix will be realized through faster and lower cost set ups and an accelerated return on investment. In addition, the excitement generated through sponsorship of Pershing forums and client conferences has been incredible; we look forward to a long and productive partnership with Pershing, supporting their outstanding financial services client base."