

For Immediate Release

PriceMetrix and Pusateri Consulting Announce Strategic Alliance

Toronto – November 28, 2007 – PriceMetrix and Pusateri Consulting today announced the formation of a strategic alliance that will develop new products and services aimed at empowering financial services firms and their financial advisors (called Financial Entrepreneurs™) to outperform their peers.

Through this alliance, Pusateri and PriceMetrix will combine their extensive and unique expertise to develop a host of new products and services designed to help financial service firms further leverage their unique value and to fully realize that value. In bringing the capabilities of the two firms together in this fashion, clients will be able to more effectively drive value-enhancing activities within their sales force.

"This Alliance with PriceMetrix is a great fit for our organization and will provide big benefits to our clients. We look forward to launching some of the new capabilities to our mutual clients in the very near future," said Leo Pusateri, President of Pusateri Consulting. "Our approach will be to build upon the tremendous relationships and reputation for results that both Pusateri and PriceMetrix have forged in the industry."

"This Alliance is straightforward – Pusateri is simply the best at helping firms and advisors understand and leverage the power of their unique value proposition," said Doug Trott, President & CEO of PriceMetrix. "For our part, we help firms and advisors take that unique value proposition and translate it into substantially more assets and revenues" .

About Pusateri Consulting and Training

Pusateri Consulting and Training is a globally-known boutique sales training firm serving committed and serious financial services firms and individuals who share Pusateri's overarching business belief: to succeed in the crowded financial services marketplace, you need to know, price and sell your value. Headquartered in beautiful Buffalo New York, Pusateri challenges US, Canadian and global wealth services and investment management firms to articulate their value with confidence, passion, and speed.

www.pusatericonsulting.com

About PriceMetrix Inc.

PriceMetrix focuses exclusively on assisting investment firms increase productivity and revenue by helping individual FCs become better CEOs of their business. The PriceMetrix Program is a patented combination of Reporting Dashboards, Tactical User Tools, comprehensive Practice Management on Demand and Training solely designed to enable advisors and management to proactively identify and close Client, Asset, Revenue, Product and Pricing opportunities. For over seven years, PriceMetrix clients have experienced improved assets per FC, revenue per FC, and household quality, as well as increased fee-based business and enhanced pricing.

PriceMetrix clients include: BMO Nesbitt Burns, ScotiaMcLeod, Desjardins Securities, Odlum Brown, GMP Private Client, Janney Montgomery Scott, Hilliard Lyons, Scott & Stringfellow, and Southwest Securities. PriceMetrix is a Value Alliance member with Pershing LLC and has alliances with National Bank Correspondent Network and SWS Clearing.

www.pricemetrix.com

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