

**FOR IMMEDIATE RELEASE –**

Toronto, Canada – June 14, 2007

**PRICEMETRIX NAMES INDUSTRY LEADERS TO ADVISORY COUNCIL;  
EXECS WILL PROVIDE STRATEGIC ADVICE AND CLIENT COUNSELING**

PriceMetrix is pleased to announce the addition of four industry leaders to its exclusive Advisory Council. These senior executives join Jacques Malo and Bob Hunter and bring a unique combination of experience and expertise in the financial technology and retail brokerage sectors to the Council. Their role will be to provide high level guidance to PriceMetrix as it continues to develop capabilities for its retail brokerage clients, as well as being available to clients for individualized counsel on business growth matters.

Doug Trott, President & CEO, commented “The PriceMetrix Advisory Council is a valuable complement to our patented program for increasing the productivity of retail investment salespeople. As a leader in the sales effectiveness field with a growing number of firms choosing our program, we are pleased to be able to offer our clients even more expertise, service and support.”

The members of the Advisory Council are:

**Reuven Battat:**

Mr. Battat has extensive experience in business management and technology having served as a board member and CEO for a number of international private and public companies. He has experience in all aspects of management, including sales, marketing, operations and R&D. He was selected as one of the Top 10 Electronic Commerce Visionaries by eCom magazine. Most recently, he was CEO of Actimize, a leading provider of anti-money laundering and compliance solutions to the financial services industry. Mr. Battat was also CEO of ProcureNet before it was acquired by SAIC. Earlier, as Senior Vice President of Research and Development at Computer Associates, Mr. Battat led the development and marketing of CA's award-winning Unicenter enterprise management solution. He is one of the original patent holders of Unicenter, which was named one of the most important software products of the 90s by Information Week. Mr. Battat specializes in strategy, R&D, and strategic alliances. Mr. Battat can be reached at [reuven.battat@pricemetrix.com](mailto:reuven.battat@pricemetrix.com).

**Larry Silverstein:**

Mr. Silverstein is a CPA who has worked in the securities industry for twenty-five years as a senior financial professional, a Chief Financial Officer and as a member of Executive Management at such companies as the former First Boston Corporation, Needham & Company, and Schwab Capital Markets LLC. Recently Mr. Silverstein was Chief Financial Officer and a member of the Executive Committee of Ryan Beck & Co., a regional broker-dealer located in Florham Park, New Jersey. Mr. Silverstein has taught at the New York University School of Continuing Education and is a member of the American Institute of CPAs. Mr. Silverstein can be reached at [larry.silverstein@pricemetrix.com](mailto:larry.silverstein@pricemetrix.com).

**John Wyllys:**

Mr. Wyllys has over 30 years experience in the securities industry. He joined Merrill Lynch in 1976 as a Registered Representative, ultimately becoming a branch manager.

During his tenure, Mr. Wyllys developed and managed offices in Florida, the Midwest and New England, retiring in 2000 as Senior Vice President. Mr. Wyllys's retirement was short lived, however, as he joined Ryan Beck & Co., Inc. in 2001 as Executive Vice President, Director Private Client Group. As a member of the Executive Management team, Mr. Wyllys had direct P&L responsibility for growing the Retail Division of the firm. In five years, prior to the company's merger with Stifel Nicolaus in 2007, Private Client revenues had grown 600% while the sales force grew 400%. The combined firm is currently the 12<sup>th</sup> largest on Wall Street. Mr. Wyllys can be reached at [john.wyllys@pricematrix.com](mailto:john.wyllys@pricematrix.com).

**Jack Zwingli:**

Mr. Zwingli is Chief Executive Officer of Audit Integrity, a leading provider of independent research and risk management services. Mr. Zwingli has led businesses both large and small to notable success. As general manager of the Investment Services division of Standard & Poor's, Mr. Zwingli had overall management responsibility for Standard & Poor's Compustat financial database services, the equity analytical group responsible for producing stock ratings and Stock Reports, and S&P global indices — including the company's venerated "S&P 500 Index." Prior to his tenure at S & P, Mr. Zwingli was CEO of Vantra Group, Inc., a software and ASP business providing online brokerage technology. Mr. Zwingli led Vantra to a market-leading position and eventual sale to ADP. Mr. Zwingli holds a BS in Marketing from Indiana University and an MBA from Rutgers University. Mr. Zwingli can be reached at [jack.zwingli@pricematrix.com](mailto:jack.zwingli@pricematrix.com).

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, and comprehensive Support 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.

For More Information Please Contact:

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