

FOR IMMEDIATE RELEASE

Toronto, Canada – June 20, 2007

**PriceMetrix Contributes to Stephen Gresham's Advisor for Life, the new Bible for Financial Advisor Success; Contribution Offers Advisors Secrets to Improved Productivity**

Toronto – PriceMetrix today announced the firm's experts have been called upon to contribute to Advisor for Life: Become the Indispensable Financial Advisor to Affluent Families, the latest book by globally renowned wealth management expert Stephen D. Gresham of Phoenix Investment Partners, Ltd. Advisor for Life, has become a runaway bestseller among financial advisors by offering new insight and practical advice into becoming better and more productive advisors.

PriceMetrix co-founder Jeff Marsden led a team of the company's productivity experts in outlining a series of steps advisors can take to become better CEO's of their businesses. The PriceMetrix team was joined in contributing to the book by other leading experts, including Pusateri Consulting and Training.

Author Stephen Gresham commented, "The team at PriceMetrix offers some excellent perspective on the challenges and secrets of advisors performing up to their potential. They clearly offer a service and industry expertise that is indispensable for advisors and firms in driving success and productivity."

"Advisor For Life starkly challenges advisors to consider the real value of what they need to offer to clients in terms of good advice and real support." said Jeff Marsden, Vice President of PriceMetrix. "We're delighted to be able to contribute to this powerful road map to success for Financial Advisors in today's increasingly complex and competitive financial marketplace. I can't imagine a more important read for Financial Advisors in 2007."

Stephen D. Gresham (Hartford, CT) is Executive Vice President and Director of Retail Markets for Phoenix Investment Partners, Ltd., a \$45 billion asset-management division of The Phoenix Companies. Advisor for Life: Become the Indispensable Financial Advisor to Affluent Families, is published by John Wiley & Sons, Inc. and is available at all major business book distributors or directly via [www.greshamcompany.com](http://www.greshamcompany.com).

PriceMetrix focuses exclusively on assisting investment firms increase productivity and revenue by helping individual Financial Advisors 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 Financial Advisor, revenue per Financial Advisor, and household quality, as well as increased fee-based business and enhanced pricing.

For More Information Please Contact:

Jeff Marsden

Vice President, Client Group

PriceMetrix Inc.

416.955.1177 (direct)

416.955.0514 (main)

416.955.0501 (fax)