

### NEWSRELEASE

#### Valeurs Mobilières Desjardins (VMD) rolls out PriceMetrix Software

Toronto, Canada – September 15, 2004 – PriceMetrix today announced a tool to increase advisor productivity. There is no doubt that computer tools can improve the way we do things. Just looks at VMD's roll out of new client management software which is expected to increase the company's sales by 5-8%.

#### About Valeurs Mobilières Desjardins (VMD)

Desjardins, an integrated cooperative financial group, has a widespread physical and virtual network and is the most accessible financial institution in Quebec. Desjardins' activities in the rest of Canada include its efforts to promote the cooperative movement through the caisse federations of Ontario, Acadia, Manitoba and Desjardins Credit Union. Its operations extend to the United States as well with the Desjardins Bank in Florida and globally, Desjardins demonstrates a strong commitment to international cooperation and 2.5 million people in approximately twenty countries.

#### About PriceMetrix

**PriceMetrix** is exclusively focused on assisting retail brokerage firms grow their assets and revenues by assisting individual FCs to become better "CEOs" of their business. Our Platform & Program is a combination of **Reports** (*market & business intelligence*), **Tools** (*on-line calculators, case studies, etc.*), **People** (*client management team*), and **Campaigns** (*customized to meet individual firms' goals*) that enable advisors and management to proactively evaluate their businesses and business lines.

**PriceMetrix** Platform & Program clients experience increases in fee-based assets, assets per FC, assets per household and increases in pricing across all product lines.

**PriceMetrix** is based in Toronto, Canada and services a growing North American client base. Visit us at [www.pricemetrix.com](http://www.pricemetrix.com)