

NEWSRELEASE

PriceMetrix Steps up Growth with New Business Development Leader

Toronto, Canada – September 20, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that Louisville, Kentucky based brokerage firm, J.J.B. Hilliard, W.L. Lyons, Inc will be deploying the PriceMetrix Revenue Productivity Program across its Private Client Group beginning in late 2005.

"Hilliard Lyons has an impressive track record of investment in professional development and tools to ensure its Financial Consultants are able to deliver services of the highest value to their clients. Our Program will compliment those investments, helping their sales force perform to the very best of their abilities." stated Jeff Marsden, Vice President of PriceMetrix. "Hilliard Lyons is a leader in the regional brokerage marketplace in the U.S., it is a pleasure to welcome them to our Program."

About Hilliard Lyons

Hilliard Lyon's predecessor was established in Louisville, Kentucky in 1854, and its home office remains there today. It's parent company, PNC Financial Services Group Inc. bought the firm in 1998.

Hilliard Lyons is a full service investment firm providing one-on-one advice about stocks, bonds, options, retirement plans, mutual funds, trust and estate planning and investment management. The firms also researches the investment potential of companies and industries throughout the economy and underwrites bonds for public improvement such as schools and highways.

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