

### NEWSRELEASE

#### PriceMetrix Sponsors SIA Sales and Marketing Conference

Toronto, Canada – September 28, 2005 – PriceMetrix, the leader in optimizing investment sales force productivity, today announced that it will return as a corporate sponsor of the 2005 SIA Sales and Marketing Conference. Join Doug Trott and Jeff Marsden of PriceMetrix at the participants and contributors breakfast to be held on Friday September 30th.

"The SIA Sales and Marketing Conference is a terrific annual event that brings together the creative leaders of the investment industry. We are pleased to be able to support this and other SIA programs" explained Doug Trott, President of PriceMetrix.

Operating for more than 25 years, SIA's Sales and Marketing Conference is North America's premier conference for sales and marketing managers in private client groups at global and regional broker-dealers. This conference will address many tactical ways to enhance client service, grow sales, leverage marketing innovations, augment wealth management strategies, and adjust for overall economic conditions.

#### About the Securities Industry Association

The Securities Industry Association (SIA) was established in 1972 through the merger of the Association of Stock Exchange Firms (1913) and the Investment Banker's Association (1912).

The SIA brings together the shared interest of more than 600 securities firms to accomplish common goals. SIA's primary mission is to build and maintain public trust and confidence in the securities markets. SIA members (including investment banks, broker-dealers, and mutual fund companies) are active in all U.S. and foreign markets and in all phases of corporate and public finance.

#### 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)