

NEWSRELEASE

PriceMetrix to Host SIA Annual Meeting – November 3-5, 2004

Toronto, Canada – September 1, 2004 – PriceMetrix Inc., in conjunction with the SIA, will host the opening event of the 2004 SIA Annual Meeting – the kick-off to a comprehensive conference with a relevant and timely agenda for security industry participants including member firms, regulators, business leaders, invited guests and sponsors. The theme of this year's three-day event is "Commitment to Clarity: United and Connected" and the program involves in-depth sessions on regulation as well as legislative, educational, and business initiatives for the coming year.

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