

### NEWSRELEASE

#### Major PriceMetrix Productivity/Server Upgrade Completed

Toronto, Canada – September 16, 2004 – The PriceMetrix technology team has completed the final testing and deployment of "Project ABBY" – a nine-month effort to enhance processing capacity and speed.

The efficiency gains are impressive, with an 80% reduction in run times on several critical processing and report generation routines. "The ABBY team has been diligent and disciplined," said Patrick Kennedy, PriceMetrix Vice President of Technology. " This upgrade is a major milestone in terms of the Company's aggressive growth plans. Existing clients will see benefits in both the availability and flexibility of their tailored reporting tools."

#### 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)