



FOR IMMEDIATE RELEASE

**Southwest Securities, Inc. Enters into Agreement with PriceMetrix, Inc.  
To Offer Productivity Solutions to Financial Advisors**

DALLAS, February 26, 2007 — Southwest Securities, Inc., a subsidiary of SWS Group, Inc. (NYSE: SWS), has entered into a multi-year agreement for PriceMetrix, Inc. to offer a broad array of productivity solutions to Southwest's financial advisors.

PriceMetrix products and services help financial advisors increase their production and improve their books of business. The firm is a market leader in improving retail brokerage and sales force results.

Under the agreement Southwest's employee and independent financial advisors will have the ability to access specialized reports to analyze sales and market data, develop tailored marketing campaigns, evaluate commission structures and compensation plans, and use key productivity tools such as PriceMetrix online calculators and best practice case studies.

"PriceMetrix has established a solid track record of working successfully with financial advisors to help them build their businesses," said James H. Ross, head of Southwest Securities' retail brokerage business. "We are pleased to add this capability to benefit our advisors."

Southwest Securities also plans to make it available to clearing customers. "We look forward to introducing PriceMetrix to our broker/dealer customers," said Southwest Securities President and CEO William D. Felder. "This is an outstanding program proven to improve broker/dealer productivity."

(more)

PriceMetrix President and CEO Doug Trott said, “We are enthusiastic about our relationship with Southwest Securities. This agreement gives us the opportunity to deliver our offerings to help Southwest’s financial advisors build their businesses and accelerate their growth. We were recently awarded a business method patent for our approach to evaluating retail investment firms using peer performance comparisons. This approach provides a unique value proposition that will benefit Southwest’s advisors and clearing customers.”

Southwest Securities, Inc., ([www.southwestsecurities.com](http://www.southwestsecurities.com)) a member of the New York Stock Exchange and other major exchanges, provides securities brokerage, investment banking and securities clearing services to a broad range of individual, corporate, public and industry clients. The firm is a wholly owned subsidiary of SWS Group, Inc., a financial services holding company whose stock is listed and traded on the New York Stock Exchange under the symbol, SWS.

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