

NEWSRELEASE

FOR IMMEDIATE RELEASE

Sterne, Agee & Leach to Offer PriceMetrix Value Program to Advisors and Clients; Product Aimed at Increasing Production

Toronto, ON, February 5, 2008 – Sterne, Agee & Leach, one of the oldest and largest privately owned brokerage firms, today announced it has signed a multi-year agreement with PriceMetrix, the leading firm specializing in improving broker production, to offer PriceMetrix's patented Productivity Program to its financial advisors. The product has a proven track record of generating revenue growth that exceeds asset growth, helping firms and advisors increase fee-based advisory business, transactional revenues, and revenue per market hour.

"We're very pleased to offer this proven product to our advisors," said James S. Holbrook, Jr., Chairman of Sterne, Agee & Leach, Inc. "We work hard to support our advisors in every possible way and we believe the PriceMetrix Productivity Program will give them an exceptional competitive advantage."

Sterne, Agee Clearing also plans to make PriceMetrix available to its clearing customers. "We look forward to introducing PriceMetrix to our broker/dealer customers," said Sterne, Agee Clearing President W. Dennis Ferguson. "We support our clients in accomplishing their growth goals, and the unique PriceMetrix product is proven to increase financial advisor and broker/dealer revenues."

PriceMetrix President and Chief Executive Officer Doug Trott said, "We are proud to be selected to work with Sterne, Agee's financial advisors and Sterne Agee Clearing. Sterne, Agee is expecting to grow significantly in 2008 and we firmly believe that their choice of PriceMetrix will help them achieve their goals."

About Sterne, Agee & Leach

Founded in 1901, Sterne Agee is one of the oldest and largest privately owned brokerage firms in the country. A member of the New York Stock Exchange, Sterne Agee has headquarters in Birmingham, Alabama and offices in 20 states.

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About PriceMetrix

PriceMetrix focuses exclusively on improving the overall business of investment firms by helping individual financial advisors to become better 'CEOs' of their business. *PriceMetrix ValueOne Program* is a patented combination of business intelligence reports, practice management tools and expert services designed solely to enable advisors and managers, at all levels, to proactively identify and close client, product and pricing opportunities. PriceMetrix customers typically realize increases in assets, revenue and fee-based advisory business, as well as improvements in household quality and pricing

Founded in 2000, PriceMetrix has its principal place of business in Toronto, Ontario, and services a broad range of clients within Canada and the United States.