

For Immediate Release

PriceMetrix signs Wellington West as new client

Canada's Fastest-Growing Independent Investment Dealer to provide its Advisors with Exclusive PriceMetrix Performance and Productivity Tools

Toronto, Canada, September 19, 2007—PriceMetrix, the leading provider of performance tools for broker dealers, announced today Wellington West has selected it to provide its exclusive products to all of the firm's advisors and branch managers. The products include Practice Management on Demand and monthly personalized Productivity Reports which give advisors dynamic new tools to increase their business and maximize their productivity. Wellington West, one of Canada's fastest growing independent investment dealers, will offer the tools to its advisors through its *One Wellington* system.

"Wellington West is one of the real leaders in our industry having been recognized as the number one dealer in Canada for the last four years by *Investment Executive*," said Doug Trott, President & CEO of PriceMetrix. "We welcome them as a client and look forward to working together with their advisors and managers to achieve even greater success."

The PriceMetrix suite of products and services includes its patented Platform + Program, a proven combination of personalized reports, tools, people and campaigns designed to allow advisors and management to proactively evaluate their businesses and business lines. The company currently has 12 brokerage clients with over 8,000 individual users. PriceMetrix clients experience measurable increases in fee-based assets, assets per consultant, assets per household and increases in pricing across all product lines.

"We work hard to foster a culture and a workplace that supports our advisors," said Doce Tomic, COO Wellington West. "PriceMetrix is the kind of tool that we offer our advisors to give them a powerful advantage in the marketplace."

PriceMetrix will work closely with National Bank Correspondent Network and Ticoon Technology in delivering its products to Wellington advisors.

About PriceMetrix Inc.

PriceMetrix focuses exclusively on assisting investment firms increase productivity and revenue by helping individual FCs become better CEOs of their business. The PriceMetrix Program is a patented combination of Reporting Dashboards, Tactical User Tools, comprehensive Practice Management on Demand and Training solely designed to enable advisors and management to proactively identify and close Client, Asset, Revenue, Product and Pricing

opportunities. For over seven years, PriceMetrix clients have experienced improved assets per FC, revenue per FC, and household quality, as well as increased fee-based business and enhanced pricing.

PriceMetrix clients include: BMO Nesbitt Burns, ScotiaMcLeod, Desjardins Securities, Odlum Brown, GMP Capital, Janney Montgomery Scott, Hilliard Lyons, Scott & Stringfellow, and Southwest Securities. PriceMetrix is a Value Alliance member with Pershing LLC and has alliances with National Bank Correspondent Network and SWS Clearing.

For more information about PriceMetrix, visit www.pricemetrix.com.

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About Wellington West

Wellington West is a full-service independent investment dealer specializing in family wealth management. With more than 500 employees across Canada, Wellington West provides investment management, financial planning, insurance, asset management and capital markets services. Wellington West is an employee-owned company. Founded in 1993 and based in Winnipeg, Wellington West has become one of the fastest-growing independent full-service investment firms in Canada, with more than \$9.4 billion in assets under management. Among its many corporate achievements, Wellington West was named the #1 Best Employer in Canada in 2007, one of Canada's Fastest Growing Companies in 2007 and one of Canada's 50 Best Managed Companies for 2006. In addition, Wellington West retained its #1 ranking for a record fourth consecutive year in the 2007 Brokerage Report Card survey and was named #2 Independent Investment Dealer in the 2006 Financial Post / Starline Top Analyst Awards.