

## **For Immediate Release**

**August 3, 2007 -- Xtiva Financial Systems, a leading provider of sales compensation solutions for the brokerage industry, and PriceMetrix, the leader in systems to improve retail brokerage sales results, today announced they have formed a strategic alliance.**

This alliance will enable Xtiva and PriceMetrix to provide a complete performance management and compensation solution to retail brokerage firms in the U.S. and Canada. The combination will allow clients to easily implement and automate the right compensation solution for their sales force.

"Our alliance with PriceMetrix is a natural extension of our sales compensation solution. With PriceMetrix, we can help our retail clients optimize their sales compensation plans using our Commission Manager application and the PriceMetrix platform," said William Lieberman, Chief Executive Officer. "When a client implements the Xtiva solution, they often are in the process of redesigning their compensation plan. The expertise that PriceMetrix brings to bear is tremendously valuable to our clients. In addition, as we develop further integration points between the two systems, we will increase the leverage of the two technologies for our joint clients."

"We are very pleased to form this alliance with Xtiva," said Doug Trott, President & CEO of PriceMetrix. "We help our clients do a better job of determining which clients to serve, which products to sell, and what price to charge. There is a natural link between each of these and compensation. We believe that the value created for Clients who work with both Xtiva and PriceMetrix will be realized through faster and lower cost set ups and an accelerated return on investment."

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

For more information about PriceMetrix, visit [www.pricemetrix.com](http://www.pricemetrix.com).

### **About Xtiva Financial Systems**

Xtiva Financial Systems is a leading provider of Software as a Service (SaaS) solutions for the brokerage industry. Founded in 1998 and based in New York City, Xtiva has developed state-of-the-art technologies that enable retail and institutional broker/dealers to streamline operations, from sales compensation and production reporting to supervision of rep licensing and compliance issues. With over 100 clients and key industry alliances, Xtiva is the leading provider of sales compensation solutions to the brokerage industry. In 2004,

Xtiva was recognized by Inc. 500 as one of the fastest growing privately-held companies in the United States. In 2007, Xtiva was again recognized on the Inc. 5,000 list. Xtiva's clients include: AXA Financial Advisors, BMO Capital Markets, Friedman Billings Ramsey, H&R Block Financial Advisors, Keefe Bruyette Woods, MetLife, Mutual of Omaha, Northern Trust, and Thomas Weisel Partners. Xtiva has developed alliances with many of the leading financial services firms and vendors in the United States, including Bear Stearns, First Clearing (unit of Wachovia), National Financial, RBC Dain Correspondent Services, Ridge Clearing (formerly ADP Clearing), and Investigo. For more information about Xtiva, visit [www.xtiva.com](http://www.xtiva.com).