



For Immediate Release

National Bank Financial Launches PlanPlus Wealth Enhancement Solution

Complete Integration of planning, advice and portfolio management applications for the Advisor channel.

TORONTO Monday, January 19, 2004 - National Bank Financial (NBF) and PlanPlus Inc. announce the launch of the PlanPlus Wealth Enhancement Solution to their 1400 Investment Advisors and Assistants across Canada.

The PlanPlus Wealth Enhancement Solution includes a web-based Client Assessment and Investment Policy Statement (IPS) generation. The Client Assessment is goal-driven by each client's personal circumstances and individual lifestyle, risk management and retirement objectives. The IPS is built around the concepts of Modern Portfolio Theory and can be produced in an Executive or Comprehensive version, based on an Advisor's preference.

Gordon Gibson, Senior Vice President and Managing Director, National Bank Financial says, *"we are thrilled with both the application and the acceptance it has received from our Investment Advisors. This tool allows us to enhance both our professionalism and productivity. We feel strongly that by doing a Client Financial Assessment at the outset of the relationship and ensuring that Investment Policy Statements are at the heart of the investment process, the financial solutions we propose will be even more closely aligned with our clients' needs."*

Shawn Brayman, President and Founder of PlanPlus Inc. states that, *"NBF started this process with the introduction of Investment Policy Statement capability only on the Web and have now added the enhanced full planning functionality. As we move forward with the integration to NBF's Croesus Portfolio Management System, we believe they will be one of Canada's first major IDA firms to fully integrate the planning, advisory and daily portfolio management applications on their workstation."*

George Hartman, Director of PlanPlus Inc. and author of Risk is STILL a Four Letter Word, Canada's authoritative text on the subject of asset allocation, is delighted to see this type of technology being employed in a traditional stock brokerage environment. *"The reality today is that consumers are far more sensitive to the need to have their portfolio aligned with their life situations and personal risk profiles. The market volatility of the past few years has certainly validated asset allocation as an appropriate strategy and an Investment Policy Statement built on a consistent evaluation of client needs provides both investors and advisors with a sound basis for current and future decision-making. While the brokerage industry has been moving in this direction overall for some time now, NBF is to be congratulated for its progressive response to this shifting paradigm of wealth management."*

About PlanPlus Inc.

PlanPlus Inc. has been providing financial planning software solutions to the financial services industry for more than 15 years. Applications range from mainframe to desktop and can now be delivered exclusively via the Internet. PlanPlus Inc. has significantly expanded its offering to include full training for financial advisors on the *processes, knowledge, tools and technology* required to build a successful wealth management practice. PlanPlus Pro is the only multi-lingual, multi-currency and multi-jurisdictional wealth management software available that allows organizations operating in more than one country to deploy consistent technology anywhere in the world.

For further information about PlanPlus Inc., visit www.planplus.com or contact:

George Hartman, PlanPlus Inc. - george@planplus.com or (705) 324-8001 Ext. 307

About National Bank Financial

Serving Canada's investors and corporations since 1902, National Bank Financial is one of the top six securities brokers in Canada and the undisputed industry leader in Quebec, combining solid retail brokerage and advisory services with institutional brokerage, corporate finance and securities clearing services for third parties. National Bank Financial has no fewer than 2,700 employees – 800 of whom are Investment Advisors – in 86 branches from coast to coast, and manages more than \$35 billion in assets for 275,000 individual investor clients. Pro forma annual revenues of approximately \$600 million place it among the leaders in the Canadian investment industry.

For further information about National Bank Financial, visit www.nbfinancial.com or contact:

Gordon Gibson, National Bank Financial – gordon.gibson@nbfinancial.ca or (514) 879-3624