



**FOR IMMEDIATE RELEASE**

**TOLL CROSS ANNOUNCES A \$3M INVESTMENT FOR RYMA  
TECHNOLOGY SOLUTIONS INC.**

*Toll Cross was exclusive agent, working closely with the Ryma Technology Solutions executive team to attract their first major round of financing*

**TORONTO, ONTARIO – OCTOBER 15, 2005** – Toll Cross Securities Inc., a Canadian research, trading and investment banking firm, today announced the successful closing of a \$3M investment by Novacap II, LP in Ryma Technology Solutions Inc.

Toll Cross Securities Inc. was the exclusive agent for Ryma Technology Solutions, a private company based in Montreal, Quebec. The investment was initially set at \$2.5M and was marketed to several investor groups in Quebec and Ontario. Increased to \$3M to grant exclusivity to Novacap for the duration of due diligence, the investment was successfully closed on August 30, 2005.

“We were pleased to be able to assist the Ryma executive team in preparing their business plan and presentations prior to marketing the opportunity to investors,” said Marc Johnson, Investment Banking Associate at Toll Cross Securities. “Ryma’s software suite FeaturePlan™ is very impressive and we believe it is really the right product at the right time. Toll Cross is very pleased to have been the agent to attract an investor of Novacap’s caliber for Ryma.”

Ryma Technology Solutions Inc. helps companies achieve effective market-driven Enterprise Product Management (EPM) strategies through innovative technology and professional services. Ryma’s product suite, FeaturePlan, is an enterprise software platform that helps companies implement and automate their internal EPM methodologies. FeaturePlan provides a collaborative environment that allows all stakeholders, internal and external, to take part in the definition, planning and management of the company’s products in a structured, secured, and repeatable fashion.

"The assistance provided to us by Toll Cross proved invaluable in helping us secure this financing round," said Rene Bellei, CEO of Ryma Technologies. "I would have no hesitation in recommending other technology companies to engage Toll Cross for their services."

All proceeds from this financing will be used by Ryma to support sales and marketing initiatives, for the development of distribution channels, and for further product development.

### **About Toll Cross Securities**

**Toll Cross Securities Inc.** is a Canadian research, trading and investment banking firm, focused on addressing the increasingly complex needs of smaller, fast-growing companies in today's capital markets. Toll Cross specializes in equity research, institutional equity trading, and providing independent advice to corporations on M&A, financing and restructuring transactions. Toll Cross sales and trading professionals have relationships with a broad array of institutional and private clients and with over fifty years experience in the business. Toll Cross provides independent research reports on a weekly basis including a Uranium report that tracks the world's Uranium producers and exploration companies. For more information, visit [www.tollcross.ca](http://www.tollcross.ca).

### **About Ryma Technology Solutions**

**Ryma Technology Solutions Inc.**'s user-centric approach to Enterprise Product Management delivers a leading-edge software solution for companies building market-driven products. The company's flagship product, FeaturePlan, enables Product Management to optimize product life cycle management, product development, product marketing and product planning by delivering a tool that quickly and easily gathers, inputs, organizes, analyzes, prioritizes, reports on volumes of market information through one centralized resource – resulting in a Product Management process that works at peak efficiency. Ryma provides a full range of professional services that assist organizations in implementing market-driven best practices for their Product Management team, and is the first company to employ the Pragmatic Marketing framework in its solution. Headquartered in Montreal, Quebec, Ryma Technology Solutions is led by an experienced management team and serves a rapidly expanding customer base. For more information, visit [www.featureplan.com](http://www.featureplan.com)

**Note to Editors:** Toll Cross is a trademark of Toll Cross Securities Inc., FeaturePlan is a trademark of Ryma Technology Solutions Inc.

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