

**CONCORD, ONTARIO, October 29, 2001** - Prism Equities Inc. ("Prism" or "the Company") (CDNX:YPQ) today announced its results for the third quarter of fiscal 2001 and the nine months ended August 31, 2001.

Prism earned \$570,472 or \$.15 per share on a fully diluted basis for the nine months ending August 31, 2001 versus \$261,903 or \$0.10 per share for the same period in the 2000 fiscal year. For the three months ending August 31, 2001 after tax profit of \$468,433 or \$0.12 per share on a fully diluted basis represented an improvement of \$511,269 over the same three-month period in fiscal 2000.

Total revenue for the third quarter was \$6.1 million compared to \$3.5 million in the third quarter of fiscal 2000, an increase of \$2.6 million (71.9%) over the same period last year. Total revenue for the nine months ending August 31, 2001 was \$16.0 million compared to \$8.1 million in fiscal 2000. Earnings before gain on sale of assets, interest, taxes, depreciation and amortization (EBITDA) increased 458% to \$1.0 million in the third quarter of fiscal 2001 compared to the same quarter in 2000. EBITDA for the nine months ending August 31, 2001 was \$2.2 million or 124 % higher compared to the same period in fiscal 2000.

Andrew McIntyre, President and CEO of Prism Equities stated, "While pleased with the improvement over the financial results realized earlier in the year, and to last year's comparable period, management remains focused on further improvement. We do not expect the fourth quarter to be as profitable as the third because larger institutional orders for our medical hoisting device have not materialized as previously anticipated. There is much to be done to improve our abilities and exploit available opportunities, particularly in an increased share in medical institutions and foreign homecare markets."

A non-core investment in Fosse Limited was sold at a small profit in the third quarter. The Company also sold United Kingdom based real estate and company automobiles acquired as part of the Westholme Limited acquisition in order to focus capital on current assets required for growth, and repayment of debt.

Prism is a holding company whose subsidiaries include Waverley Glen Systems Ltd., a leading manufacturer and distributor of ceiling lifts in Canada with an estimated 70% of the Canadian market (excluding Quebec), and Westholme Ltd., a U.K.-based distributor of homecare products including ceiling lifts. Ceiling lifts are considered a superior method to lift, reposition and transfer immobile patients. Waverley's portable and fixed ceiling products address both the homecare and institutional medical markets through a national and international dealer network.

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The Canadian Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

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