

**FOR IMMEDIATE RELEASE**

**MG Advisory Launches Plan Demographic Report for TPAs and Advisors**

*Report is First in Open Architecture to Combine Participant/Plan Data with Fund Data*

**Denver, CO – August 21, 2007** - MG Advisory Services, LLC, a subsidiary of Matrix Settlement & Clearance Services, LLC, and a leading provider of consolidated tools and reporting products and services today announced the release of its new Plan Demographic Report. The new report will, for the first time, bring together participant/plan data along with fund data, in an open architecture environment, saving TPAs and advisors valuable time and resources.

“Our plan demographic report represents a logical evolution in the delivery of Open Architecture,” said Stewart Cohune, President, MG Advisory. “It is a natural for us to deliver this product due to solid relationships with our TPA customers and our investment in Prima Capital. Now, for the first time, TPAs and advisors can communicate plan trends and investment performances with the plan sponsor without having to gather information from different points and then prepare the report themselves.”

Because of the intense competition in today's marketplace, TPAs and advisors need to operate more efficiently. MG Advisory's Plan Demographic Report allows them to achieve this goal. A hybrid product, the Plan Demographic Report brings together the best of open architecture and the bundled product. Now, a TPA or advisor can enable its customers to select a “best of breed” line of products without having to deal with multiple reports and vendors. This unique consolidation will provide a greater service offering to the end user, while reducing overall operating costs for the TPA and advisor.

Continues Cohune, “Advisors spend a good deal of time and energy putting together spreadsheets that combine plan level asset detail with fund performance and at the end of the day, it looks cobbled together. With Prima Capital, we are in a unique position to build it for them.”

Highlights of the Plan Demographic Report include:

- **Plan Design** - Details Plan highlights, TPA and Advisor contact information and 1-year benchmarked returns for the Plan.
- **Plan Demographics** – Shows participant asset allocations, participant participation rates, participant deferral rates, number of funds held by participant, average loan balances. All information is show by participant age band.
- **Capital Market Review** – A financial markets and economic analysis for the past year. Reviews the domestic equity markets, international markets, and the

fixed income market. This section will also contain a market outlook for the coming quarters.

- **Core Fund Review** – Will compare the plan assets performance/risk to the appropriate benchmarks. This section will also detail how many participants own each mutual fund and the asset value of those holdings.

#### **About MG Advisory**

MG Advisory Services, LLC, a subsidiary of Matrix Settlement & Clearances Services, LLC, is a leading provider of consolidated tools and reporting products and services, which includes fund selection, monitoring and reporting tools, as well as an industry first, open architecture, bundled plan demographic report. Through its proprietary technology and evolutionary, rational open-architecture platform, MG Advisory is the only 401(k) solutions provider able to offer bundled reports and services in an open-architecture environment.

MG Advisory Services, LLC is a state registered investment adviser under the States of Colorado, Nevada and Ohio. It is a member of the Matrix Financial Solutions family of companies, which also includes Matrix Settlement and Clearance Services, MG Trust Company, LLC, MSCS Financial Services, LLC, member FINRA and SIPC, and Optech Systems, Inc.

For more information, go to [www.matrixfinancialsolutions.com](http://www.matrixfinancialsolutions.com).

#### **About Prima Capital Holding, Inc.**

Prima Capital Holding, Inc. through its wholly owned subsidiary, Prima Capital Management, Inc. provides Research and Technology Solutions for Wealth Management. These solutions may include data, objective research, due diligence, and advice on separately managed accounts, mutual funds, ETFs and alternatives to financial services companies and their advisors delivered through Prima's customizable web services technology. Prima's solutions result in permanent workflow improvements and cost savings for a sponsor's research analysts. When introduced to investment consultants, Prima's solutions provide a comprehensive research application with deep content, enabling toolsets, manager alerts, and online support that empower them to increase sales. To learn more please visit our website at [www.primacapital.com](http://www.primacapital.com).

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