



FOR IMMEDIATE RELEASE

PRIMA CAPITAL DEBUTS PROPOSAL GENERATION TOOL DESIGNED TO INCREASE FINANCIAL ADVISOR EFFICIENCY AND EFFECTIVENESS

New Web Application Helps Financial Advisors Better Serve Clients

DENVER – November 24, 2008 – Denver-based Prima Capital (“Prima”), a Matrix Financial Solutions affiliate company and leading provider of research, due diligence, and technology solutions for the wealth management and retirement industries, has introduced *AllocationGuide*[™], a web-based investment proposal application that assists financial advisors in making more informed asset allocation decisions for their clients. With the tool, advisors can evaluate and construct portfolios based on assessments of investors’ objectives and risk tolerance.

Financial advisors can use Prima’s web tool to evaluate the diversification and appropriateness of their clients’ investment portfolios through an easy-to-use questionnaire that measures investors’ investment objectives and risk tolerances. *AllocationGuide* provides mutual fund, exchange-traded fund, and separately managed account analytics to allow advisors to analyze existing and proposed client portfolios.

“In the current market environment, financial advisors are more focused than ever on constructing high-quality, diversified portfolios for clients,” said Prima Capital CEO J. Gibson Watson III. “Prima’s *AllocationGuide* is a tool advisors can rely on to analyze and build portfolios that are aligned with clients’ risk tolerance and financial goals.”

Integrating seamlessly with *PrimaGuide*[™], the company’s other technology for advisors, *AllocationGuide* can create client proposals, run historical portfolio simulations, and produce investment product research reports. Other key features of the application include the ability to generate investment policy statements and presentations that explain basic investment concepts. Importantly, advisors can use *AllocationGuide* to compare their clients’ existing portfolios with a proposed model portfolio.

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AllocationGuide is available through banks, broker-dealers, and trust companies that use Prima's research and technology solutions. Clients have the flexibility to customize the AllocationGuide application to facilitate their firms' risk questionnaires, investment policy statements, and portfolio model allocations.

To request an online demonstration of AllocationGuide's features and benefits, please contact David Eral, Prima Director of Business Development at (303) 539-8807.

About Prima Capital

Prima Capital, a Matrix Financial Solutions affiliate company, is a leading provider of wealth management solutions to banks, broker-dealers, investment advisors, and trust companies. Prima conducts objective, institutional-quality research and due diligence on separately-managed accounts, mutual funds, ETFs, and alternatives. This information is delivered to investment professionals' desktops via Prima's powerful and enabling web-technology, PrimaGuide™. Prima also offers asset allocation services, portfolio construction strategies, and advice to executives who oversee wealth management programs. For more information, visit www.primacapital.com.

About Matrix Financial Solutions

Matrix Financial Solutions is one of the nation's largest providers of products and services for third-party administrators (TPAs), financial advisors, banks, and wealth management professionals. Formerly known as MG Colorado Holdings, Inc., Matrix Financial Solutions, through its wholly owned subsidiaries, serves more than 300 financial institutions by servicing \$75 billion in assets on its trading and trust platform. Based in Denver, Colorado, Matrix Financial Solutions consolidates trust, trading, communications and technology into one organization with a single focus: to deliver the most streamlined, user-friendly, and cost-effective financial services to its customers. For more information, visit www.matrixfinancialsolutions.com.

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