



FOR IMMEDIATE RELEASE

**GIBRALTAR PRIVATE HIRES PRIMA CAPITAL TO EXPAND ITS WEALTH
MANAGEMENT PLATFORM**

**Gibraltar Private Elevates its Wealth Advisory Practice through Prima Capital's
Objective Due Diligence, Asset Allocation Guidance, and Empowering Technology**

Denver, CO – December 14, 2009 – Prima Capital® announced today that Gibraltar Private Bank & Trust (“Gibraltar Private”), a private bank and wealth advisory company, has selected Prima Capital to support its wealth management services. Gibraltar Private manages approximately \$900 million in assets through its wealth management division. Prima Capital is a leading provider of wealth management solutions to banks, broker dealers, trust companies, and large RIAs.

Prima Capital will provide Gibraltar Private with upfront selection and on-going due diligence on a number of mutual funds, separately managed accounts, and fund of hedge fund investments. Gibraltar Private will also incorporate Prima Capital's capital market assumptions and asset allocation guidance into the construction of portfolios for its clients.

“As a regional boutique, Gibraltar Private is emblematic of the sweeping change in leadership that we see in the wealth management industry,” said Gib Watson, Prima Capital's Founder and President. “Through technology and trusted partners, mid-sized firms such as Gibraltar Private have closed the gap in services with the mega institutions, and yet can still maintain the high touch standard and objective advice that its clients have come to value.”

(more)

Prima Capital Announces New Client, Page 2

In addition, Gibraltar Private's advisors will utilize Prima's web-based investment research application, PrimaGuide[®], and its proposal generation system, Prima AllocationGuide[™]. PrimaGuide allows financial advisors to evaluate and compare investment products such as SMAs, mutual funds, exchange-traded funds, and alternative investments, construct model portfolios, and create historical simulations. Based on clients' objectives and risk tolerances, Prima AllocationGuide assists financial advisors with the construction and presentation of multi-manager portfolios including investment policy statements.

Matthew Lapides, Gibraltar Private's Managing Director of its Wealth Management Division, said "As we continue to expand our services and investment options, we are pleased to have found a partner with Prima Capital. Their conflict-free business model, strong focus in providing detailed, on-going due diligence and objective advice were paramount factors in our decision." He adds, "Our wealth management team will be augmented with a great deal of human capital and investment knowledge with this new relationship. Prima Capital's research application, proposal tools, and asset allocation perspectives will allow us to more effectively provide custom solutions to meet the needs of our high net worth clients."

About Gibraltar Private Bank & Trust

Established in 1994, Gibraltar Private is a private banking and wealth management company dedicated to enhancing the wealth and well-being of its clients and their families. They offer mortgage banking, private banking and wealth management services to professionals, corporate executives, entrepreneurs, affluent retirees, and select businesses. Gibraltar Private has seven full-service private banking and wealth advisory offices with its headquarters in Coral Gables and offices in Fort Lauderdale, South Miami, Downtown Miami, Naples, Ocean Reef and New York City.

(more)

Prima Capital Announces New Client, Page 3

About Prima Capital

Prima Capital, a Matrix Financial Solutions affiliate company, is a leading provider of investment research, technology, and portfolio design to the wealth management and retirement industries. Prima Capital 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 Capital's powerful investment research application, PrimaGuide[®], its investment proposal system Prima AllocationGuide[™], and RetireTool(k)it, an advanced technology with all the tools a retirement plan advisor or broker needs to serve a 401(k) plan sponsor. Prima Capital also offers asset allocation services, portfolio construction strategies and multi-manager portfolios. Prima Capital's Target Risk Portfolios bundle the best managers from Prima Capital's unbiased research into a series of globally diversified, professionally managed portfolios. Prima Capital also serves as Portfolio Strategist for the RetireFocus(funds), a series of target date collective investment funds sponsored by MG Trust Company, LLC. For more information, visit www.PrimaCapital.com.

###

Contact Information

Patrick Flynn

Prima Capital

(303) 539-8806

pflynn@primacapital.com

Deborah Koch

Gibraltar Private Bank & Trust

(305) 476-5620

dkoch@gibraltarprivate.com