



FOR IMMEDIATE RELEASE

NEWLY FORMED INDEPENDENT RIA CHOOSES PRIMA CAPITAL FOR INVESTMENT RESEARCH AND ASSET ALLOCATION SUPPORT

Denver, CO – September 28, 2009 – Prima Capital® (“Prima”) announced today that Parrish & Co. Private Wealth Management, LLC (“Parrish & Co.”), a registered investment advisor, has selected Prima to support its investment product research and asset allocation efforts. Parrish & Co.’s principals, Edgar L. Parrish, CFP®, CIMA® and Katherine M. Parrish, are a husband and wife advisor team that recently transitioned their approximately \$120 million fee-only advisory practice from Merrill Lynch to independence in Chevy Chase, MD.

Parrish & Co. will utilize Prima’s web-based research application, PrimaGuide®. PrimaGuide allows financial advisors to evaluate and compare investment products such as separately managed accounts, mutual funds, exchange-traded funds, and alternative investments, construct model portfolios, and create historical simulations.

“In today’s environment, the value of research and due diligence has increased,” said Edgar Parrish. “We look forward to tapping into the depth of Prima’s research analytics and analyst commentary to bolster our manager selection and on-going monitoring processes. We also appreciate Prima’s conflict-free business model as we, and our clients, understand the importance of independence.”

The team will also utilize Prima AllocationGuide™, a proposal generation application, and gain access to Prima’s proprietary capital market assumptions and asset allocation models. 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.

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“We’re primarily focused on investment management consulting and planning,” Katy Parrish adds. “So Prima’s tools, research capabilities, and asset allocation guidance in a broad global context, go a long way toward supporting our six step wealth management process.”

“Parrish & Co. is a prime example of an advisory shop placing its clients’ best interests first,” said Gib Watson, Prima’s Founder and President. “Their wealth management process is comprehensive and they understand what it takes to meet the fiduciary standard. The careful monitoring and unbiased advice that Parrish & Co. offers its clients fits well with Prima’s core competencies, philosophies and values.”

About Parrish & Company Private Wealth Management

Parrish & Co. provides investment advisory and financial planning services to individual investors, family trusts, retirement plans and national associations. Its advisors have 52 cumulative years of experience. More information is available at www.parrishpwm.com.

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 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 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 also offers asset allocation services, portfolio construction strategies and multi-manager portfolios. Prima’s Target Risk Portfolios bundle the best managers from Prima’s unbiased research into a series of globally diversified, professionally managed portfolios. Prima 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.

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