



Prima Capital Holding, Inc. Announces Agreement with Fifth Third Bank

DENVER, October 16, 2006 - Prima Capital, the preeminent source for conflict-free research, in-depth due diligence, and powerful desktop applications for financial services companies is pleased to announce that Fifth Third Bank, a diversified financial services company, has selected Prima to assist in the development and maintenance of their recently introduced Separately Managed Account (SMA) open-architecture wealth management program.

“When our organization made the commitment to expand our Wealth Management capabilities, we identified Prima Capital early on due to their robust due diligence, research capabilities and access to top quality managers.” said Fifth Third Bank’s Cheryl Rose, Director of Private Client Portfolio Management. “Prima was the partner we needed to launch an external manager program tailored to strategically complement our existing investment management capabilities. Additionally, Prima’s web based information technology delivers tools that assist our Portfolio Managers with constructing portfolios designed to fulfill client objectives.”

“Throughout the bank and trust industry, firms are steadily migrating to adopt open-architecture as the foundation for their wealth management offerings. We very much look forward to working closely with such a highly respected firm as Fifth Third Bank,” said Gib Watson, Prima’s Founder and President. “Their commitment to market leadership, and providing a quality wealth management experience and a high level of client service fits well with Prima’s core competencies and values.”

ABOUT PRIMA CAPITAL

Prima Capital 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, and ETFs 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 about Prima visit our website www.primacapital.com.

ABOUT FIFTH THIRD BANK

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$106.1 billion in assets, operates 19 affiliates with 1,146 full-service Banking Centers, including 116 Bank Mart® locations open seven days a week inside select grocery stores and 2,111 Jeanie® ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania and Missouri. Fifth Third operates five main businesses: Commercial Banking, Branch Banking, Consumer Lending, Investment Advisors and Fifth Third Processing Solutions. Fifth Third is among the largest money managers in the Midwest and, as of June 30, 2006, has \$203 billion in assets under care, of which it manages \$31 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at www.53.com. Fifth Third’s common stock is traded through the NASDAQ® National Global Select Market System under the symbol “FITB.”

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