



Prima Capital Holding, Inc. Announces Agreement with U.S. Bank

DENVER, June 19, 2006 - Prima Capital, the industry leader for conflict-free research, in-depth due diligence, and powerful desktop applications for financial services companies is pleased to announce that U.S. Bank Private Client Group and Private Asset Management have selected Prima to assist in the development and maintenance of their recently introduced Separately Managed Account (SMA) open-architecture wealth management offering.

“Prima Capital was clearly the best provider for SMA due diligence services for U.S. Bank,” said U.S. Bank’s Rick Martin, head of Private Asset Management, which supports the U.S. Bank Private Client Group. “Their services include portfolio manager evaluation, selection and monitoring as well as the development of a highly personalized web-based research application that empowers all of our Portfolio Managers and Wealth Management Consultants to effectively consult with affluent clients and differentiate our managed account offering.”

Martin continued, “The introduction of outside managers that effectively and strategically complement our proprietary managed portfolios provides U.S. Bank with a high quality, well diversified offering that has been very well received.”

“We are honored to have been selected by such a diligent and highly reputable firm as U.S. Bank,” said Gib Watson, Prima’s Founder and President. “As we all know, wealth management is a complicated and challenging business and U.S. Bank’s clear focus on investment quality positions their SMA open-architecture program as first-class. Additionally, their innovative model leverages Prima’s highly customized technology services for business success.”

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 US BANK

The U.S. Bank Private Client Group provides customized private banking, financial planning, investment management and personal trust services to affluent families and individuals. U.S. Bank has 118 Private Client Group offices located in 24 states.

U.S. Bank is a subsidiary of U.S. Bancorp (NYSE: USB). With \$210 billion in assets, U.S. Bancorp is the 6th largest financial holding company in the United States. The company operates 2,430 banking offices and 4,941 ATMs in 24 states, and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at www.usbank.com.

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