



FOR IMMEDIATE RELEASE

PRIMA CAPITAL ANNOUNCES NEW STRATEGIC ALLIANCE WITH CENTRAL TRUST

Denver, CO – March 16, 2009 – Prima Capital announced today an alliance with Central Trust and Investment Company, one of the leading providers of asset management services in Missouri. Under the terms of the agreement, Prima will provide Central Trust's asset management team with data collection, in-depth analytics, and portfolio design functionality, which will allow Central Trust analysts to focus on strategic issues tied to meeting the needs of the firm's clients.

Central Trust's portfolio managers 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.

Wealth advisors at Central Trust will also utilize AllocationGuide™, Prima's web-based investment proposal application that assists financial advisors in evaluating and constructing portfolios based on clients' objectives and risk tolerance. AllocationGuide taps Prima's deep research to provide mutual fund, exchange-traded fund, and separately managed account analytics to allow advisors to analyze existing and proposed client portfolios.

"Our partnership with Prima represents an important step in improving the efficiency and organization of our asset management platform, and will help empower our portfolio managers to meet the needs of our clients," said Bob Jones, President of Central Trust & Investment Company. "By leveraging Prima's innovative technology, we believe our portfolio managers can efficiently provide clients with the most up-to-date and accurate information on the money managers to whom we entrust their assets."

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With \$2.4 billion in client assets, Central Trust & Investment Company provides investment management, trust and fiduciary and retirement plan services to individuals and businesses. Central Trust has offices in St. Louis, Kansas City, Springfield, Columbia and Jefferson City and employs more than 70 professionals serving high net worth individuals and families. More information is available at www.centrustco.com.

“Central Trust is at the forefront of an important trend taking place in asset management divisions across the country,” said Prima Capital President and CEO J. Gibson Watson III, CIMA®. “By outsourcing certain processes tied to their asset management platforms, Central Trust is evolving its client service model and more efficiently utilizing its internal talent, which is a win/win for Central Trust and its clients.”

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.

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