



HILLIARD LYONS FORMS STRATEGIC ALLIANCE WITH PRIMA CAPITAL

Louisville, KY – July 17, 2008 – John Shetterly from Hilliard Lyons, a Louisville-based broker dealer, announced today a strategic alliance with Denver-based Prima Capital (“Prima”). Under the terms of the agreement, Prima will provide Hilliard Lyons’ wealth management team with data collection, analytics, and research collateral for the newly launched unified managed account (UMA) program.

“Our alliance with Prima represents an important step in increasing our efficiency and better meeting the needs of our clients,” said John Shetterly, Senior Vice President and Manager of Consulting Services, from Hilliard Lyons. Added Liz Wisdom, Vice President and Manager of Hilliard Lyons’ SMA Programs, “By leveraging Prima’s data collection and analytics – as well as their technology – our wealth management team is more efficient and our advisors can provide our clients with the most up-to-date and accurate information on the money managers to whom we entrust our clients’ assets.”

Founded in 1854, Hilliard Lyons has a long and distinguished history in the American marketplace. The firm specializes on financial planning issues that include retirement, business succession, trust and estate planning and education funding. Hilliard Lyons offers comprehensive service and advice that includes an extensive menu of investments, including professional managed accounts from the country’s premier managers in addition to stocks, bonds, options, mutual funds, annuities and insurance to facilitate the financial strategies recommended.

The firm's Financial Consultants use original and purchased research tools and state-of-the-art software -- *coupled with their own knowledge and experience* -- to advise their clients through the financial challenges that life brings.

"Hilliard Lyons is at the forefront of an important trend that's taking place at financial service firms across the country," said Prima Capital CEO J. Gibson Watson III. "By outsourcing certain processes tied to their wealth management platforms, Hilliard is evolving its client service model and better utilizing their internal talent, which is a win/win for Hilliard and its clients."

Prima Capital is a leading provider of wealth management solutions to banks, broker dealers and trust companies. Prima conducts objective, institutional-quality research and due diligence on separately-managed accounts, mutual funds, ETFs and alternatives. Strong proponents of investment quality, Prima's analysts uncover "best of breed" separate account managers who deliver consistently strong returns with considerably less risk than their competitors. Prima also offers portfolio strategy and advice to executives who oversee multi-manager wealth management programs. The company recently launched multi-manager portfolios – Prima Target Risk Portfolios and RetireFocus Funds – which bundle the best managers from Prima's objective research into a portfolio. Please visit the website at www.primacapital.com for additional information.

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