



**FOR IMMEDIATE RELEASE**

**NEW SENIOR INVESTMENT ANALYST JOINS PRIMA CAPITAL**

**Denver, CO – November 3, 2009** – Prima Capital® (“Prima”) announced today that it continues to build out its research team with the hire of Craig Behnke, CFA, as a Senior Investment Analyst. Mr. Behnke joins Prima with significant investment analysis experience and with a background that includes both alternative and traditional investment management companies.

Mr. Behnke was the founder of Lexicord Capital, LLC and portfolio manager of Lexicord Fund LP, a long/short small-cap focused equity fund. He also served as Senior Equity Analyst at Dreyfus/Founders Asset Management supporting its Micro-cap, Small-cap, and Mid-cap mutual funds. Previously, Mr. Behnke worked with Stern Stewart & Co., and Alliance Capital Management where he held corporate finance and fixed income analysis positions respectively. He earned a bachelor of science degree from Rutgers University and holds a Masters of Business Administration degree from the University of Rochester, SIMON Graduate School of Business Administration. Mr. Behnke is a member of the CFA Institute as a Chartered Financial Analyst charterholder.

Prima Capital founder and President Gib Watson states, “We welcome Craig and believe his strong background will help us meet the increased demand we are seeing for both traditional and alternative research in the marketplace today.” He adds, “Our clients expect detailed due diligence and this latest addition to Prima’s Research Team helps us deliver on that pledge.”

**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<sup>®</sup>, its investment proposal system Prima AllocationGuide<sup>™</sup>, 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](http://www.PrimaCapital.com).

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