



**FOR IMMEDIATE RELEASE**

**PRIMA CAPITAL ANNOUNCES NEW STRATEGIC ALLIANCE WITH GILL CAPITAL PARTNERS**

**Independent RIA Elevates its Wealth Management Services through Prima Capital's Objective Due Diligence, Asset Allocation Guidance, and Empowering Technology**

**Denver, CO – October 17, 2011** – Prima Capital® (“Prima”) announced today that Gill Capital Partners (“Gill”), a registered investment advisor, has selected Prima to support its investment product research, due diligence and asset allocation efforts. Based in Denver, Gill manages approximately \$615 million in assets through a 13 person team.

Gill will utilize PrimaGuide *Plus* which allows financial advisors to evaluate and compare investment strategies such as managed accounts, mutual funds, ETFs, and alternative investments through a web-based research and due diligence application.

“Having in-depth due diligence is imperative in today's financial world. Advisors, and their clients, need to know who's managing the money and that they are being monitored,” said Darin Snow, Partner of Gill. “There's a layer of comfort that comes from partnering with an experienced firm like Prima Capital.”

In addition, through PrimaGuide *Plus* Gill will have access to Prima's capital market assumptions, asset allocation models, and proposal generation application (Prima AllocationGuide™).

“Prima AllocationGuide allows us to compare the Gill Capital Partners' investment models to prospective clients' current portfolios and show prospects the difference we can make for them,” adds Mr. Snow. “That functionality is very impactful.”

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## **Prima Capital Announces New Client, Page 2**

“As an independent boutique advisor, Gill is emblematic of the sweeping change in leadership that we see in the wealth management industry,” said Gib Watson, Prima Capital’s Founder and President. “Through technology and trusted partners, firms such as Gill have closed the gap in services with the mega institutions, and yet can still maintain the high touch standard and objective advice that its clients have come to value.”

### **About Prima Capital**

Prima Capital, a Matrix Financial Solutions, Inc. and Broadridge Financial Solutions, Inc. affiliate company, is a leading provider of due diligence, research applications, asset allocation modeling, and multi-manager portfolios to the wealth management and retirement industries. For over a decade, Prima Capital has provided objective due diligence and powerful evaluation tools to advisors and wealth management firms of all types and sizes. This combination of advice and technology helps empower advisors and improve the efficiencies and distinction of wealth management programs. Today, Prima Capital is an independent source for information on managed account strategies (UMA and SMA), mutual funds, ETFs, and alternative investments through the PrimaGuide® research application and the Prima AllocationGuide™ proposal system. Prima Capital’s Target Risk Portfolios bundle the best managers from Prima’s unbiased research into a series of globally diversified, professionally constructed portfolios. For more information, visit [www.primacapital.com](http://www.primacapital.com).

### **About Gill Capital Partners**

Gill Capital Partners is an independent Colorado financial services firm, serving clients since 1983. Gill Capital Partners has three distinct lines of business: Wealth Management for the individual investor; Institutional Services for banks and public entities (including Colorado municipalities); and Corporate Services for entrepreneurs and established businesses. Gill Capital Partners helps you plan, predict, protect, your future one day at a time. To learn more about the Capital Difference, please contact Gill Capital Partners at 303.296.6260 or [www.gillinvest.com](http://www.gillinvest.com). Member: FINRA-SIPC.

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