



**FOR IMMEDIATE RELEASE**

**PEOPLE'S UNITED BANK HIRES PRIMA CAPITAL TO EXPAND ITS WEALTH  
MANAGEMENT PROGRAM**

**People's United Elevates its Wealth Advisory Practice through Prima Capital's  
Objective Due Diligence, Asset Allocation Guidance, and Empowering Technology.**

**Denver, CO – August 9, 2011** – Prima Capital® (“Prima”) announced today that People's United Bank (“People's United”), the largest regional banking organization headquartered in New England, has selected Prima to support its investment product research, due diligence and asset allocation efforts. People's Wealth Management division has \$16.8 billion in total assets under administration and manages approximately \$3.4 billion in discretionary assets. Based in Denver, Prima Capital provides independent research, due diligence, advisory and technology solutions for wealth management organizations including banks, trust companies, broker-dealers, RIAs, and family offices.

Prima Capital will provide People's United with upfront selection and on-going due diligence on a number of managed account strategies in addition to mutual funds employing non-traditional investment strategies. People's United will also incorporate Prima Capital's capital market assumptions and asset allocation guidance into the construction of portfolios for its clients.

In addition, People's United advisors will utilize Prima's web-based investment research application, PrimaGuide®, and its proposal generation system, Prima AllocationGuide™. PrimaGuide allows financial advisors to evaluate and compare investment products such as SMAs, mutual funds, exchange-traded funds, and alternative investments, construct model portfolios, and create historical simulations. Based on clients' objectives and risk tolerances, Prima AllocationGuide assists financial advisors with the construction and presentation of multi-manager portfolios including investment policy statements.

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Louise Sandberg, People's United Senior Executive VP of its Wealth Management Group, said "As we continue to expand our services and investment options, we are pleased to have partnered with Prima Capital. Their experience in helping to build UMA platforms and the quality of their due diligence effort were paramount factors in our decision." Ms. Sandberg adds, "Prima's technology helps our geographically diverse advisor base deliver detailed proposals and intuitive reports in an effective and consistent manner."

"Throughout the bank and trust industry, firms are steadily migrating to adopt open-architecture as the foundation for their wealth management offerings. We very much look forward to working closely with such a highly respected firm as People's United," said Gib Watson, Prima Capital's Founder and President. "Their commitment to market leadership, and providing a quality wealth management experience and a high level of client service fits well with Prima's core competencies and values."

### **About Prima Capital**

Prima Capital, a 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<sup>®</sup> research application and the Prima AllocationGuide<sup>™</sup> 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 People's United Bank**

People's United Bank is a subsidiary of People's United Financial, Inc., a diversified financial services company with approximately \$28 billion in assets. Peoples United Bank, founded in 1842, is the largest independent bank in New England and provides consumer, commercial and wealth management services through approximately 375 branches in Connecticut, Massachusetts, Vermont, New York, New Hampshire, and Maine. Through

additional subsidiaries, People's United provides equipment financing, asset management, brokerage and financial advisory services, and insurance services.

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