



FOR IMMEDIATE RELEASE

RIA CHOOSES PRIMA CAPITAL FOR INVESTMENT RESEARCH AND ASSET ALLOCATION SUPPORT

Denver, CO – March 3, 2011 – Prima Capital® (“Prima”) announced today that Weaver Wealth Management (“Weaver”), a registered investment advisor, has selected Prima to support its investment product research, due diligence and asset allocation efforts. Weaver operates as an affiliate of Weaver and Tidwell, L.L.P., the largest independent regional CPA firm in the Southwest. The affiliate manages approximately \$400 million in assets through a seven person advisor team.

Weaver 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.

“PrimaGuide *Plus* allows us to be more efficient in our research efforts and discover a wider array of investment options,” said David Segó, Managing Director of Weaver. “The alerts and other timely opinions from Prima’s analysts help reinforce to our clients the value and resources that Weaver brings to the table.”

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

“There is a lot flexibility built into Prima’s technology, which works well for us because we like to interact with the analytics, model portfolios, and output in a variety of ways,” adds Mr. Segó. “In particular, we appreciate the ability to quickly compare investment strategies, regardless of the investment vehicle, and prepare private labeled reports that look professional and are easy to read.”

(more)

Prima Capital Announces New Client, Page 2

“Weaver is emblematic of an RIA that truly approaches business from a fiduciary perspective,” said Gib Watson, Prima’s Founder and President. “It is clear that they understand those responsibilities and take them seriously. We look forward to supporting Weaver’s wealth management services with the same commitment to objectivity that they in turn extend to their clientele.”

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.

About Weaver Wealth Management

Weaver Wealth Management, a fee-based Registered Investment Adviser (RIA), operates as an affiliate of Weaver and Tidwell, L.L.P. Weaver Wealth Management offers investment management and financial planning services to individual investors, family trusts and retirement plans. Parent firm Weaver and Tidwell, L.L.P., has provided professional accounting and consulting services since 1950. With offices throughout Texas, Weaver is ranked by Accounting Today magazine as the Southwest’s largest independent regional accounting firm. For more information, please visit www.weaverwm.com or www.weaverllp.com.

###

Contact Information

Patrick Flynn | Prima Capital | 303-539-8806 | pflynn@primacapital.com