



PRIMA CAPITAL HOLDING, INC.
Prima Capital Announces Agreement with Stifel Nicolaus
February 13, 2006

DENVER, February 13, 2006 - Prima Capital Holding, Inc., a Denver based company that provides research, due diligence, evaluation and workflow solutions for separately managed accounts, mutual funds, and exchange traded funds to other financial services companies, today announced an alliance with Stifel, Nicolaus & Company, Incorporated.

“There are certain functions within our business model that Prima Capital can execute more timely, accurately, and cost effectively than we can, these include data collection and scrubbing, and manager profile automation. I quickly understood the value proposition whereby I could engage Prima for those functions to which Stifel does not add value, and alternatively redeploy my analysts to better leverage their talents in the areas where they do add value, including focusing on the qualitative aspect of our due diligence and better supporting the advisors to drive assets” said Dan Dickherber, First Vice President and Manager of Stifel’s Consulting Services Group.

“The relationship with Stifel Nicolaus further validates the caliber of Prima’s portfolio manager research and customized technology services, as well as the appeal of our business model in the financial services marketplace,” said Gib Watson, Prima’s Founder and President. “Flexibility, independent research, an open web-based technology architecture, and responsiveness are hallmarks of the Prima organization, and these features helped Stifel Nicolaus make this decision.”

ABOUT PRIMA CAPITAL

Prima Capital provides research and technology solutions for Wealth Management. These solutions include data, research, or conflict-free advice on SMAs, mutual funds and ETFs, and are delivered through Prima’s customizable web-services technology. When introduced to investment consultants, Prima’s Solutions provide a comprehensive application with deep content, enabling toolsets, manager alerts, and online support that empower them to increase sales.

ABOUT STIFEL NICOLAUS & COMPANY, INCORPORATED

Stifel Nicolaus operates 113 offices in 25 states and the District of Columbia and 2 European offices through Stifel Nicolaus Ltd. Stifel provides securities brokerage, investment banking, trading, investment advisory, and related financial services, primarily, to individual investors, professional money managers, businesses, and municipalities. To learn more about Stifel, please visit the company’s web site at www.stifel.com.

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