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## NEWS RELEASE

### *MATRIX MAKES LIST OF TOP SMA DEALS FOR 2007*

#### **Strategic Investment in Prima Capital Enables Matrix to Offer Unique Products and Services to Banks and RIAs**

October 17, 2008  
Press Release  
Denver, CO

Echelon Partners, a leading provider of investment banking consulting services to the financial services industry, recently named Matrix Financial Solution's ("Matrix") investment in Prima Capital to its list of "Top SMA deals" of 2007. The list identifies deals in the SMA/Investment space that are expected to provide customers with innovative products and services to the financial services industry.

"It's gratifying to receive this type of recognition from an independent consulting firm such as Echelon Partners," said Cliff D'Amato, CEO, Matrix. "To be recognized as an innovator in the industry in providing new products and services is rewarding. And to be mentioned on the same list as Bank of New York's acquisition of U.S. Trust, Wachovia's acquisition of A.G. Edwards and Citi's acquisition of BISYS, among others, reinforces that we are on track as being viewed as a top tier player in our industry."

"This deal is a win-win for Matrix and Prima," said Dan Seivert, CEO and Managing Partner, Echelon Partners. "With Prima, Matrix can now offer products and services ranging from trust custodial services and mutual fund clearing all the way to research and managed portfolios. With Matrix, Prima gets access to a satisfied install base, while continuing to remain fairly independent. It is a good situation for all involved."

"A strategic initiative for 2007 was for Matrix to expand its footprint and become a leading financial services provider. Our investment in Prima is a step in that direction," said John Moody, President, Matrix. "Prima Capital enables us to expand our market presence by combining our best-of-class services. We are now able to provide a wider range of services and are in a better position to help our customers succeed in today's highly competitive marketplace."

#### **About Matrix**

The Denver-based Matrix Financial Solutions is one of the nation's largest providers of back-office, trust, custody, trading, and mutual fund settlement and clearance services for financial institutions, including banks, trust companies, investment advisors, and record-keepers/third-party administrators (TPAs). The Matrix Financial Solutions family of companies includes MG Trust Company, LLC, Optech Systems, Inc., Matrix Settlement and Clearance Services, LLC, MSCS Financial Services, LLC, member NASD & SIPC, and MG Advisory Services, LLC, a state registered investment adviser under the States of Colorado, Nevada and Ohio.

## **About Prima Capital Holding, Inc.**

Prima Capital Holding, Inc. through its wholly owned subsidiary, Prima Capital Management, Inc. provides Research and Technology Solutions for Wealth Management. These solutions may include data, objective research, due diligence, and advice on separately managed accounts, mutual funds, ETFs and alternatives to financial services companies and their advisors delivered through Prima's customizable web services technology. Prima's solutions result in permanent workflow improvements and cost savings for a sponsor's research analysts. When introduced to investment consultants, Prima's solutions provide a comprehensive research application with deep content, enabling toolsets, manager alerts, and online support that empower them to increase sales. To learn more please visit our website at [www.primacapital.com](http://www.primacapital.com).

## **ABOUT ECHELON PARTNERS**

ECHELON Partners (ECHELON) was formed in 2001 to offer investment banking and consulting to a subset of the financial services industry known as "investment product developers and distributors" (IPDADs). Since that time, ECHELON's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business strategies and transactions. ECHELON's business is making companies more valuable through delivering advice and orchestrating transactions. Accordingly, ECHELON measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with ECHELON because we are as passionate about their results as they are.

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