



FOR IMMEDIATE RELEASE

**PRIMA CAPITAL ANNOUNCES NEW PARTNERSHIP
WITH BB&T ASSET MANAGEMENT**

Denver, CO – November 19, 2008 – Prima Capital, a Matrix Financial Solutions affiliate company, announced today a partnership with Raleigh-based BB&T Asset Management. Under the terms of the agreement, Prima will provide BB&T's asset management team with data collection, in-depth analytics, and portfolio design functionality, which will allow BB&T analysts to focus on strategic issues tied to meeting the needs of the firm's clients.

Portfolio managers serving BB&T's wealth and institutional platforms will utilize Prima's web-based research application, PrimaGuide. PrimaGuide allows financial advisors to evaluate and compare investment products such as separately managed accounts, mutual funds, exchange-traded funds, and alternative investments, construct model portfolios, and create historical simulations.

"Our partnership with Prima represents an important step in improving the efficiency and organization of our asset management platform, and better empowering our advisors to meet the needs of our wealth and institutional clients," said Jim Willis, CFA, BB&T Asset Management's Director of Advisory Solutions. "By leveraging Prima's innovative technology, we believe our team will be more efficient, and our advisors can provide clients with the most up-to-date and accurate information on the money managers to whom we entrust their assets."

BB&T Asset Management, Inc., an independent registered investment advisor with the SEC and a wholly-owned subsidiary of BB&T Corporation, has more than \$17.1 billion in discretionary assets under management as of September 30, 2008.

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BB&T Asset Management has 61 highly qualified investment professionals averaging 17 years of investment management experience. It provides investment management services to a broad spectrum of clients including corporations, institutions, endowments, foundations, employee benefit plans, governmental entities, families and individuals. The firm is headquartered in Raleigh, N.C., with 20 offices in the mid-Atlantic and southeastern U.S.

BB&T Corporation (NYSE: BBT), founded in 1872 and headquartered in Winston-Salem, N.C., has \$137 billion in assets, making it the nation's 14th largest financial holding company. Its bank subsidiaries operate approximately 1,500 financial centers in the Carolinas, Virginia, West Virginia, Kentucky, Georgia, Maryland, Tennessee, Florida, Alabama, Indiana, and Washington, D.C. BB&T, which has approximately 31,000 employees, is consistently recognized by *Fortune* Magazine as one of America's "Most Admired Companies." More information is available at www.BB&T.com.

"BB&T is at the forefront of an important trend taking place in asset management divisions across the country," said Prima Capital CEO J. Gibson Watson III. "By outsourcing certain processes tied to their asset management platforms, BB&T is evolving its client service model and more efficiently utilizing its internal talent, which is a win/win for BB&T and its clients."

About Prima Capital

Prima Capital, a Matrix Financial Solutions affiliate company, is a leading provider of wealth management solutions to banks, broker-dealers, investment advisors, and trust companies. Prima conducts objective, institutional-quality research and due diligence on separately-managed accounts, mutual funds, ETFs, and alternatives. This information is delivered to investment professionals' desktops via Prima's powerful and enabling web-technology, PrimaGuide™. Prima also offers asset allocation services, portfolio construction strategies, and advice to executives who oversee wealth management programs. For more information, visit www.primacapital.com.

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