

FOR IMMEDIATE RELEASE**Matrix Financial Solutions Announces
United Planners Financial Services to Implement RetireTool(k)it™**

RetireTool(k)it Enables United Planners to Open New Line of Business

Denver, CO, May 5, 2009 – MG Advisory Services, a Matrix Financial Solutions affiliate company and a leading provider of open-architecture 401(k) products and services, today announced that it has agreed to terms with United Planners Financial Services to utilize its RetireTool(k)it for fund research, monitoring and reporting. United Planners will rollout RetireTool(k)it to its 300 advisors nationwide as it expands its business to servicing qualified retirement plans. United Planners will also utilize MG Advisory's co-fiduciary services.

"As we actively pursue the retirement plan business (ERISA/Qualified Plans), it's important that we offer our advisors and clients the best possible platform and fund line up," said Eric Sanwick, Assistant Vice President/Advisory Services, United Planners Financial Services. "RetireTool(k)it enables us to work in an open-architecture environment, which will allow us to provide a more customized offering. Being able to choose the right funds from a universe of more than 18,000 is a powerful competitive advantage. In addition, the reporting and monitoring features are impressive and will add significant value for our advisors and clients."

RetireTool(k)it sits in front of a robust investment research engine, powered by another Matrix affiliate, Prima Capital, a leading provider of research, due diligence, and technology solutions for wealth management to financial services companies, providing the advisor with a tool that delivers an end-to-end solution. The process begins with the Advisor entering fund search mandates. RetireTool(k)it then produces investment products that meet those mandates, from the entire universe of available funds offered, and delivers a dynamically built Investment Policy Statement (IPS) based on the input. The RetireTool(k)it generates automated quarterly fund and annual plan review reports for the advisor to deliver to their plan sponsor clients.

Highlights of RetireTool(k)it include:

- Fund Selection
- Investment Policy Statement
- Point-of-Sale Material
- Optional Co-Fiduciary Services
- Annual Plan Review
- Branded Enrollment Kits
- Core Fund List

"One of the reasons brokers sell bundled products and why they are attractive to the advisor is because they make it easy, but it also dramatically reduces the options available to the participant," said Stewart Cohune, president, MG Advisory Services. "RetireTool(k)it levels the playing field and enables advisors to provide a professional looking, comprehensive retirement solution, from fund selection and monitoring to quarterly and annual reports, in an open-architecture environment. That is something that has never before been offered in an open-architecture environment and provides a powerful competitive advantage."

About Matrix Financial Solutions, Inc.

Matrix Financial Solutions, is one of the nation's largest providers of products and services for third party administrators (TPA's), financial advisors, banks, trust companies, and wealth management professionals. Formerly known as MG Colorado Holdings, Inc., Matrix Financial Solutions, through its wholly owned subsidiaries serves more than 300 financial institutions by servicing \$73 billion in assets (as of April 27, 2009) on its trading and trust platform. Based in Denver, Colorado, Matrix Financial Solutions consolidates trust, trading, communications and technology into one organization with a single focus: to deliver the most streamlined, user-friendly and cost-effective financial services to its customers. For more information, visit us online at www.matrixfinancialsolutions.com.

Securities products and services are offered through MSCS Financial Services, LLC, member FINRA/SIPC, and a subsidiary of Matrix Settlement & Clearance Services, LLC.

About MG Advisory Services, LLC

MG Advisory Services is a leading provider of products and services that bridge the gap between product and platform. Its flagship product, RetireTool(k)it™ is a first-to-market web application that provides advisors, brokers and TPAs with a tool that delivers an end-to-end solution from fund selection and monitoring to point-of-sale brochure and plan enrollment kits. In addition, MG Advisory Services offers a risk based portfolio management solution for both qualified plans and wealth management. MG Advisory Services is a wholly owned subsidiary of Matrix Settlement & Clearance Services, LLC ("MSCS"). For more information, visit us online at www.matrixfinancialsolutions.com.

About Prima Capital Holding, Inc.

Prima Capital Holding, Inc. and its subsidiary, Prima Capital Management, Inc. ("Prima"), are Matrix Financial Solutions affiliated companies and 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 us online at www.primacapital.com.

About United Planners

United Planners Financial Services is one of the industry's premier independent broker dealers and registered investment advisors providing ownership opportunities to securities investment professionals nationwide. Founded in 1987, the firm is committed to technology, full service brokerage, investment advisory and insurance services. For additional information, visit United Planners Financial Services' Web site at www.joinunitedplanners.com. Member FINRA, SIPC.

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