



PRIME ADVISORS, INC.

Prime Advisors, Inc. Announces Promotion of Donald L. McDonald to President

FOR IMMEDIATE RELEASE

REDMOND, WASHINGTON – March 26, 2010 – Prime Advisors, Inc.,[®] an investment advisory firm specializing in managing bond portfolios for insurance companies, announced today the promotion of Donald L. McDonald to President. In this new role McDonald will oversee Prime’s day to day operations.

“The timing is right,” said Duane Castles, Prime’s Chairman and Chief Executive Officer. “Don has accomplished a lot in less than a year, not the least of which was earning the respect of everyone at Prime. So, elevating him to President is simply the natural result of his hard work and determination to grow Prime and make it a ‘best-in-class’ insurance asset manager.”

McDonald said, “I am grateful to Prime’s Board of Directors for its vote of confidence. I look forward to continuing not only Prime’s growth initiatives, but also its efforts to continuously improve the quality of its asset management and client service experience.”

McDonald joined Prime as Executive Vice President in May of 2009. A Princeton University graduate, McDonald served as Executive Vice President and Chief Investment Officer of Jefferson Pilot Financial, which now is known as Lincoln Financial Corporation, and before that as President and Chief Investment Officer of Conning Asset Management Company.

About Prime Advisors, Inc.

With offices in Redmond, Washington and Windsor, Connecticut, Prime Advisors, Inc. is a federally registered investment advisory firm focused primarily on managing investment grade bond portfolios for the insurance industry. Prime's assets under management were \$9.7B as of February 28, 2010. Since 1988, Prime has worked to create integrated investment strategies, linking its clients' financial goals with current capital market opportunities. At Prime we understand that no single approach or one set of guidelines applies to every company. Prime's Disciplined Approachsm to the complexities of managing insurance company investment portfolios gives us a unique ability to develop customized solutions that integrate investment strategy with the realities of an insurance company's operations. Additional Information is available at www.primeadvisors.com.

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