

FOR IMMEDIATE RELEASE

CapitalRock Launches RightBridge Annuity Wizard

Salt Lake City, Utah, February 2, 2011 - CapitalRock announced today the expansion of its product line to include the RightBridge® Annuity Wizard. The Annuity Wizard uses the RightBridge business analytics engine to determine the relevance of specific annuities for a client's needs and objectives. The RightBridge engine is unique in its use of Reason Text™ to effectively communicate to financial professionals and clients the detailed reasons why specific annuities fit an identified need.

“With the large number of annuity products and features available from multiple insurers it can often be challenging for a financial professional to effectively focus on the carriers, products, and features that best meet the objectives and needs of an individual client.” says John Hyde, CapitalRock CEO. “The Annuity Wizard helps financial professionals identify the subset of products that best meet the client's objectives. Not only are the products filtered, but features such as living benefits are analyzed and presented. This ensures that the right products with the right features are evaluated and discussed with the client. Additionally, the Annuity Wizard narrows the product field so that additional discussion items such as prospectuses and illustrations around those products can be clearly discussed and presented.”

The Annuity Wizard process starts by asking the financial professional questions about the key objectives and preferences of a client such as; living benefits requirements, asset growth and protection, guaranteed income or withdrawal needs, liquidity expectations, time horizon and single and joint life options. The RightBridge business analytics engine then filters the inventory of available annuities based upon the best fit for the client's needs. Then detailed reason text for each product is presented to assist the financial professional in understanding and communicating how the specific annuity meets the client's needs.

To learn more about the RightBridge Annuity Wizard call 801-292-7126 ext. 113 or visit www.capitalrock.com

CapitalRock

CapitalRock, LLC is focused on maximizing sales opportunities within a company's customer base. CapitalRock was founded by a group of industry experts that have been building customer relationship and wealth management solutions for the financial services market for 20 years. The founders began using expert systems in the financial planning and wealth management arena in 1987, and over the years have applied various analytical and rules engines to the areas of online trading, compliance and suitability, real-time market data distribution, new account opening, and wealth management. The founders also pioneered the development of a component-based architecture called the Common Services Architecture (CSA) that is widely used as a common technology platform across SunGard Financial Systems. For more information, visit <http://www.capitalrock.com>.

Trademark Information

RightBridge and CapitalRock are registered trademarks of CapitalRock, LLC. Reason Text is a trademark of CapitalRock, LLC.