



Rice Financial Group Inc. Consumers' Top Choice for Financial Planning in Winnipeg

WINNIPEG, July 30, 2007 – Rice Financial Group Inc. (Rice Financial) is the winner of the 2007 Consumers' Choice Award for Financial Planning Consultants in Winnipeg.

Determined by consumers themselves, rather than a panel of judges, the Consumers' Choice awards recognize businesses which have been voted by the public as their choice for excellence. Over 1,100 people were surveyed and the results show Rice Financial's team of advisors stand out from the competition.

"We are extremely honoured to have been selected for this prestigious award," said Dave Velanoff, Rice Financial President and CEO. "In our business, earning the trust and loyalty of clients is truly the greatest achievement. Our team of financial advisors pride themselves on delivering superior service and quality products to every investor they serve. This announcement validates our commitment to building meaningful relationships and is a testament to the kind of knowledgeable and personable advisors we have representing our organization."

Over the past 39 years, Rice Financial has grown from a one-person operation in Brandon, Manitoba to become one of Canada's largest independent financial solution providers and a significant member of the Jovian group of companies. A vast network of branch and associate offices stretches from the BC coast to the Ontario/Quebec border, serving more than 85,000 clients and administering assets nearing \$4.0 billion.

2007 marks the twentieth year of the Consumers' Choice Awards in Canada and the first in Winnipeg. Rice Financial was recognized at an awards gala on Saturday, July 28, 2007.

The Consumers' Choice Award is an initiative of CONSUMERS' CHOICE INSTITUTE (CANADA), which has retained a leading independent research firm to conduct a survey in major Canadian cities. The research company conducts an open-ended survey asking consumers which businesses are their choice for excellence in a wide variety of categories. Taking into consideration the elements of quality, service, value and appearance, the Consumers' Choice Award signifies the public's seal of approval.

About Rice Financial Group Inc. - Rice Financial is a community-based organization committed to helping Canadian investors of all levels achieve financial security and peace of mind at every stage of their lives by providing convenient and flexible financial solutions that respond to each client's individual needs. A vast network of branch and associate offices stretches from the BC coast to the Ontario/Quebec border, serving more than 85,000 clients and administering assets nearing \$4.0 billion.

About Jovian Capital Corporation - Jovian is a publicly-traded company listed on the TSX Venture Exchange (JVN). Jovian is a management and holding company with interests in a

variety of financial service firms specializing in wealth and asset management. The Jovian group of companies operates as a national financial services organization with approximately \$14.0 billion of client assets (\$5.0 billion in assets under management and \$9.0 billion in assets under administration).

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