



Rice Financial Group Inc. Acquires Alberta-based Kemp Consulting Ltd.

WINNIPEG, July 25, 2006 – Rice Financial Group Inc. (“**Rice Financial**”) has finalized an agreement to purchase all of the issued and outstanding shares of Alberta-based employee benefits firm Kemp Consulting Ltd. of Calgary. Kemp Consulting was established in 1995 as an employee benefits company with a dedication to superior client service.

The transaction involves two companies with like-minded philosophies, where the focus is on delivering superior client service, and expands Rice Financial’s employee benefits presence in western Canada.

Mal Anderson, Rice Financial’s President and CEO is pleased with the new expansion.

“We look forward to enhancing Rice Financial’s presence in the Alberta marketplace. It is a great opportunity to add Rice Financial’s nearly 40 year history of quality client service with Kemp Consulting’s 11 years,” said Anderson.

Kemp Consulting founder and president, Trevor Kemp, said it was a strong relationship with and mutual respect for Don Wright – VP Employee Benefits at Rice Financial – that made the decision an easy one. Rice Financial also recognized and appreciated Kemp’s desire to maintain his high standard of client service and incorporate a seamless transfer in the eyes of clients.

“Long-time associate Greg Moore will continue to be the lead contact for existing clients and become a member of Rice Financial’s employee benefit sales team,” said Kemp. “The alliance with Rice Financial is a great opportunity to join a national organization with resources to enhance the value and service clients are already receiving.”

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 in excess of \$3.9 billion.

- 30 -

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