



Rice Financial Group Inc. Teams With Victoria-based Sawyer & Sawyer Ltd.

WINNIPEG, July 20, 2006 – Rice Financial Group Inc. (Rice Financial) has finalized an agreement to purchase the right to service and the revenues generated from clients in Ontario, Manitoba and Saskatchewan of Victoria-based life insurance provider Sawyer & Sawyer Ltd.

This move complements two companies with like-minded philosophies, where the focus is on delivering superior client service. Sawyer & Sawyer Ltd. clients will now have access to an advisor with a closer proximity to them to serve all their financial needs.

Mal Anderson, Rice Financial President and CEO, is pleased with the further expansion into life insurance products.

“We look forward to enhancing the financial services these clients have depended on Sawyer & Sawyer to deliver. Rice Financial has branches in various communities in the provinces we are talking about. This is a win for the clients,” said Anderson.

Sawyer & Sawyer Ltd. president David Sawyer said it was a desire to ensure his clients had the best financial service possible, plus a trust in members of Rice Financial's management team, that made the decision an easy one. Rice Financial also recognized and appreciated Sawyer's desire to maintain his high standard of client service and incorporate a transition where clients will each be contacted personally by their new Rice Financial representative.

“The well-established distribution system in these provinces reassured me that client needs will be met by advisors who are in closer proximity to them,” said Sawyer. “I know my clients will continue to receive top-notch service on their life insurance and segregated funds.”

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.

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