



Patty Houle Appointed Rice Financial's Senior Vice President, Business Development

WINNIPEG, January 10, 2008 –Rice Financial Group Inc. (RFG) is pleased to announce the appointment of Patty Houle as Senior Vice President, Business Development.

"Patty is a valuable addition to our executive management team," says Dave Velanoff, President and CEO of Rice Financial. "We are excited about the opportunity her experience and expertise bring as we grow our firm and strengthen our service-driven advisor network."

With 18 years experience in the financial services industry, Patty's knowledge spans both the private investment sector and the dealership environment. Beginning her career as a financial advisor, Patty effectively grew the investment and pension divisions of one of Ontario's top financial planning businesses. Her successes at the sales level quickly accelerated her career into several senior management positions in both the branch and dealer setting.

While working in the dealership market, Patty developed a wide range of skills in business planning, marketing, and relationship development. In addition, she also gained experience with deposit, mortgage, and insurance brokerage as well as advisor solutions, customer sales services, and national sales team development.

"We want to welcome Patty to Rice Financial," said Velanoff. "Her appointment continues our drive toward establishing a management structure dedicated to enhancing advisor-client relationships. With Patty's leadership, our team of advisors will be equipped with the direction they need to deliver valuable financial solutions to clients."

As Senior Vice President, Business Development, Patty will oversee Rice Financial's overall business development, including the Strategic Learning Centre, Marketing Department, and all product and advisor service offerings.

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 of \$4 billion. Rice Financial is a member of the Jovian Capital group of companies.

About Jovian Capital Corporation

Jovian is a publicly-traded company listed on the TSX (JOV). 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 \$14.4 billion of client assets (\$5.4 billion in assets under management and \$9.0 billion in assets under administration).

*Wealth management entities include MGI Securities Inc., MGI Securities (USA) Inc. and Rice Financial Group Inc.

**Asset management entities include BetaPro Management Inc., Horizons Funds Inc., JovFunds Management Inc., JovFunds Inc., JovInvestment Management Inc., Leon Frazer & Associates Inc. and T.E. Wealth. Financial corporate service entities include Felcom Data Services Inc.

The TSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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