



Prime Associates, Inc.

FOR IMMEDIATE RELEASE

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IMAG, Inc. and Prime Associates Announce Working Agreement

NEW YORK, Oct. 2, 2003 -- IMAG, Inc., a subject matter expert in the development of anti-money laundering and anti-terrorist financing ("AML") compliance and training programs for financial institutions; together with Prime Associates, a leader in providing AML software solutions for financial institutions, have signed a marketing agreement to distribute IMAG's AML self-tutorial training program available on CD ROM.

IMAG incorporated the key elements of its widely known AML training program into an AML self-tutorial program earlier this year and it gained immediate acceptance among banks and brokers. IMAG, seeking wider distribution, has partnered with Prime Associates because of Prime's thorough knowledge of AML, their innovative software solutions, and their reputation in the industry as a leader in providing software solutions.

"We are very excited about this relationship with Prime because it provides us greater distribution of our product and service capabilities with a known leader in the AML field," said Rob van Eyck, Executive Director of IMAG, Inc.

"Training is one of the cornerstones of a regulatory compliance program for every financial institution. IMAG has clearly developed a cost effective solution that goes well beyond the superficial approach we have seen from other providers. We look forward to helping our customers by delivering both a leading software product with the leading training product in the industry," said Salvatore Cangialosi, President of Prime Associates, Inc.

Prime Associates, Inc. is a leading international provider of software, data, and services that address the regulatory and compliance mandate of financial institutions. Prime provides a complete suite of state-of-the-art solutions for AML, OFAC & Sanctioned Parties, Enhanced Due Diligence, Bank Secrecy Act, and other regulations to the financial community. BSA Reporter(TM), OFAC Reporter(TM) and EDD Reporter(TM) have been installed in some of the largest financial institutions around the world. More information is available at www.primeassociates.com.

For further information and to arrange a demo of the AML training program tutorial, please contact Dave DeMartino at Prime Associates (732-574-0074 ext. 217)

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About Prime Associates, Inc.

Prime Associates, Inc. is a leading International provider of software, data, and services that address the regulatory and compliance mandate of financial institutions. Prime provides a complete suite of state-of-the-art solutions for Anti Money Laundering, OFAC & Sanctioned Parties, Enhanced Due Diligence, Bank Secrecy Act, and other regulations to the financial community. BSA Reporter™, OFAC Reporter™ and EDD Reporter™ have been installed in some of the largest financial institutions around the world. More information about Prime Associates, Inc. is available at www.primeassociates.com.

