

Appendix 3A.1 - Notification of dividend / distribution

Important Information

Information and documents given to ASX become ASX's property and may be made public.

Please note that two corporate actions on the same security may not run with different record dates if the timetables result in overlapping (but not identical) ex-periods. It is permissible to run different corporate actions with the same record date except in the case of reorganisations - consolidations/splits which cannot run at the same time as any other corporate action for that entity

***Denotes minimum information required for first lodgement of this form.**

****Denotes information that must be provided before or on +business day 0 of the relevant Appendix 6A or Appendix 7A timetable. The balance of the information, where applicable, must be provided as soon as reasonably practicable by the entity.**

Part 1 - Entity and announcement details

1.1 Name of +Entity

PRIME MEDIA GROUP LIMITED

1.2 Registered Number Type

ABN

Registration Number

97000764867

1.3 ASX issuer code

PRT

1.4 The announcement is

New announcement

1.5 Date of this announcement

Thursday February 26, 2015

1.6 ASX +Security Code

PRT

ASX +Security Description

ORDINARY FULLY PAID

Part 2A - All dividends/distributions basic details

Each form (announcement) can only relate to one +record date and payment date but may have multiple types of dividend/distributions applicable for those dates, for example an ordinary and a special dividend/distribution. If more than one type is applicable tick each relevant box in Q2A.1. Further Parts to the form will be presented for each type of dividend/distribution selected. All other questions in Part 2A are to be answered on the basis of the total of all the dividend/distribution types indicated in Q2A.1 (i.e. gross) as well as any supplementary dividend/distribution if applicable.

2A.1 Type of dividend/distribution

Ordinary

2A.2 Dividend/distribution period (frequency)

Six Monthly

2A.3 Dividend/distribution relates to period ending

Wednesday December 31, 2014

2A.4 +Record Date

Tuesday March 10, 2015

2A.5 Ex Date

Thursday March 5, 2015

2A.6 Payment Date

Thursday March 26, 2015

2A.7 Is the payment of dividend/distribution conditional?

No

2A.8 Currency in which the dividend/distribution is made ("primary currency")

AUD - Australian Dollar

**2A.9 Total dividend/distribution amount per
+security (in primary currency)**

AUD 0.03800000

**2A.10 Whether mandatory or via an optional
plan or facility, will or can the
dividend/distribution be paid in a currency
other than the primary currency?**

No

2A.11 Does the +entity have

no plan

**2A.12 Does the +entity have tax component
information apart from franking?**

No

Part 3A - Ordinary dividend/distribution

**3A.1 Is the ordinary dividend/distribution
estimated at this time?**

No

**3A.1a Ordinary dividend/distribution estimated
amount per +security**

AUD

**3A.1b Ordinary Dividend/distribution amount per
security**

AUD 0.03800000

3A.2 Is the ordinary dividend/distribution franked?

Yes

3A.3 Percentage of ordinary dividend/distribution that is franked

100.0000 %

3A.4 Ordinary dividend/distribution franked amount per security

AUD 0.03800000

3A.6 Ordinary dividend unfranked amount per security

AUD 0.00000000

3A.7 Ordinary dividend/distribution conduit foreign income amount per security

AUD 0.00000000

3A.2a Is the ordinary dividend/distribution fully franked?

Yes

3A.3a Applicable corporate tax rate for franking credit (%)

30.0000 %

3A.5 Percentage amount of dividend which is unfranked

0.0000 %

Part 5 - Further information

5.1 Please provide any further information applicable to this dividend/distribution