



ASX Release

PRIME MEDIA GROUP ANNOUNCES THE RESIGNATION OF DIRECTOR MS SIOBHAN MCKENNA.

29TH March 2012

Prime Media Group (ASX: PRT) today announced the resignation of Ms Siobhan McKenna as Director.

Prime Media Group Chairman, Mr Paul Ramsay AO said, "We are sorry to lose Lachlan Murdoch as a shareholder and Siobhan McKenna as a director. They both have made a tremendous contribution to the success of PRIME, and on behalf of the Board of Directors and PRIME shareholders, I say thank you to them. We wish them both the very best of success in the future".

-ends-

For further information, please contact:

Emma McDonald

Prime Media Group

T: 02 8514 5750

E: emma.mcdonald@primemedia.com.au