

PRIME MEDIA GROUP LIMITED
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PRIME MEDIA GROUP LIMITED (ASX: PRT)

Sydney, 5 March 2010

Prime Media Group Chairman Paul Ramsay today announced that CEO Warwick Syphers will resign effective 31 March and will take up a new appointment in the UK.

To ensure a smooth transition Mr Syphers will remain available to Prime until later in the June quarter following which he will take up an appointment with Adstream Holdings which is majority owned by Paul Ramsay Holdings Pty Ltd.

“Warwick has made a very valuable contribution to the company over a lengthy period and also shown true leadership guiding Prime through some challenging times. Warwick is leaving the business in good shape for future growth,” Mr Ramsay said.

Mr Syphers said: “I have enjoyed my time with Prime immensely and it has been a privilege to serve as CEO.”

Adstream Holdings is a world leader in digital advertising workflow, asset management, validation and transmission services for the broadcasting and publishing industries. Founded in 2001, it has expanded rapidly to manage over 1.7m advertising-related assets per annum for more than 5,000 companies across 42 countries globally.

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