

**MEDIA RELEASE****PRIME MEDIA GROUP (ASX:PRT) APPOINTS IAN AUDSLEY AS NEW CEO**

May 13, 2010

Prime Media Group Chairman Paul Ramsay today announced the appointment of Ian Audsley as CEO, effective June 16, 2010.

Mr Audsley has had a 27 year career in television in Australia, including as chief operating officer of Nine Network. He was most recently executive director, TV of MediaWorks NZ Ltd, based in Auckland.

“Ian brings an impeccable depth of television experience to Prime and his appointment is an indication by the board to focus on our core business,” Mr Ramsay said.

“It’s clear that with the growth of digital channels and the slowing of pay TV uptake, free-to-air TV has a great future. We are optimistic about advertising expenditure growth in TV and we have an excellent relationship and long term commitment from our partner the Seven Network, with whom Ian has also worked.

“We’re looking forward to a successful period for Prime under Ian’s stewardship.”

Mr Audsley began his TV career with BTV 6 Ballarat as a cameraman before moving to Southern Cross Television (Ten Capital and Ten Victoria) in various management roles culminating in his appointment to the position of station manager.

In 1998 he joined Seven Network as director of broadcast operations before becoming general manager, operations and deputy managing director of Seven Melbourne. In 2003 he joined GTV 9 Melbourne as general manager before being elevated to COO at Nine Network.

Mr Audsley has held several board directorships including Nine Network, PBL New Zealand Television Holding, the Sydney Festival and Youth @ Risk.

“Having worked in both regional and metropolitan TV over many years I am looking forward to bringing my experience to Prime, growing the business and capitalising on the new opportunities that exist for leading media organisations. Free-to-air TV is poised for strong growth this year and Prime is in the box seat especially due to the success to its long-term relationship with Seven,” Mr Audsley said.

“Prime also has some good regional radio and digital assets which are showing an increasing contribution to the group. I am delighted to be joining Prime at such an exciting time in the media sector.”

Mr Audsley replaces former CEO Warwick Syphers who left the business in June to join Adstream Holdings in the UK, which is majority owned by Paul Ramsay Holdings Pty Ltd.

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