

# Press Release:



**TSX SYMBOLS:** PDV, PDV.PR.A

**SUBJECT:** DIV

## PRIME DIVIDEND CORP.

### Regular Monthly Dividend Declaration for Class A and Preferred Share

**TORONTO, ONTARIO – February 17, 2010 / Marketwire:** Prime Dividend Corp. (“Prime Dividend”) declares its regular monthly distribution of \$0.06250 (5.00% annualized) for each Class A share which reflects the distribution policy of prime rate in Canada (2.25% as at February 15, 2010) plus 2% annually. Prime Dividend also declares its regular monthly distribution of \$0.04167 (5.00% annualized) for each Preferred share which reflects the distribution policy of prime rate plus 0.75% annually. An annual Class A and Preferred share payment of 5.00% is the minimum payment as per the prospectus and the rate will not decline below this level. Distributions are payable March 10, 2010 to shareholders on record as of February 26, 2010.

Since inception Class A shareholders have received a total of \$4.04 per share and Preferred shareholders have received a total of \$2.56 per share inclusive of this distribution, for a combined total of \$6.60 per share.

Prime Dividend invests in a portfolio of high yielding Canadian Companies as follows:

| <b>Banks</b>  | <b>Investment Management</b>  | <b>Life Insurance</b>   | <b>Utilities &amp; Other</b>  |
|---|---|---|---|
| Bank of Montreal<br>The Bank of Nova Scotia<br>CIBC<br>National Bank of Canada<br>Royal Bank of Canada<br>Toronto-Dominion Bank | AGF Management Ltd.<br>CI Financial Income Fund<br>IGM Financial Inc. | Great-West Lifeco Inc.<br>Manulife Financial Corp.<br>Sun Life Financial Inc. | BCE Inc.<br>TransAlta Corp<br>TransCanada Corp<br>Power Financial Corp.<br>TSX Group Inc. |

*Shares held within the Portfolio will generally represent no less than 4% and no more than 8% of the net asset value.*

#### **Distribution Details:**

|                            |                   |
|----------------------------|-------------------|
| Class A Share (PDV)        | \$0.06250         |
| Preferred Share (PDV.PR.A) | \$0.04167         |
| Ex-Dividend Date:          | February 24, 2010 |
| Record Date:               | February 26, 2010 |
| Payable Date:              | March 10, 2010    |

For further information, please contact Investor Relations at 416-304-4443, toll free at 1-877-4-Quadra (1-877-478-2372), or visit [www.primedividend.com](http://www.primedividend.com).