

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 – January 20, 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 January 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 February 10, 2010 to shareholders on record as of January 29, 2010.

Since inception Class A shareholders have received a total of \$3.98 per share and Preferred shareholders have received a total of \$2.51 per share inclusive of this distribution, for a combined total of \$6.50 per share.

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

Banks	Investment Management	Life Insurance	Utilities & Other
Bank of Montreal The Bank of Nova Scotia CIBC National Bank of Canada Royal Bank of Canada Toronto-Dominion Bank	AGF Management Ltd. CI Financial Income Fund IGM Financial Inc.	Great-West Lifeco Inc. Manulife Financial Corp. Sun Life Financial Inc.	BCE Inc. TransAlta Corp TransCanada Corp Power Financial Corp. 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:	January 27, 2010
Record Date:	January 29, 2010
Payable Date:	February 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.