

# Monthly Update

**Prime Dividend Corp** is an Investment Corporation designed to pay monthly cash dividends. The Corporation invests in a diversified portfolio consisting of dividend yielding Canadian companies. Two types of shares are available, a Class A and a Preferred.

## Distributions (by record date)

	PDV	PDV.PR.A	Total
<b>Total to Date</b>	<b>\$4.7316</b>	<b>\$3.0144</b>	<b>\$7.7460</b>
2011 YTD	\$0.0625	\$0.0417	\$0.1042
2010	\$0.7500	\$0.5000	\$1.2500
2009	\$0.5000	\$0.5000	\$1.0000
2008	\$0.9535	\$0.5648	\$1.5183
2007	\$1.2156	\$0.6854	\$1.9010
2006	\$1.1625	\$0.6500	\$1.8125
2005	\$0.0875	\$0.07247	\$0.15997

\*Initial distribution for the period Nov 16/05 to Dec 31/05.

## Commentary

The North American financial markets ended the year on a strong note and that performance continued into the first month in 2011. The extension of the Bush tax cuts for all individuals in the United States for at least another two years combined with improving economic data seemed to provide the fuel for the continued rally in the month of January. The US housing market and unemployment market continue to exert a drag on the US economy. Other measures of economic activity including manufacturing activity and retail sales seemed to suggest that the economy continues to improve, albeit at a fairly modest pace. The question of whether this economic growth can become sustainable without the continued record levels of fiscal and monetary stimulus remains to be answered in the coming months and years.

The valuations of the companies in the portfolio generally remain at very reasonable levels when measured by price to earnings ratios and current dividend yields and this should continue to act as a major support at these current market prices. Many Canadian companies held in the portfolios are expected to raise their dividends over the next 6 months. The dividend income continues to be supplemented by income generated by the covered call writing program.

	One Month to Jan 31, 2011	Year to Date Jan 31, 2011
TSX	0.81%	0.81%
S&P 500	2.26%	2.26%
DJII	2.72%	2.72%
NASDAQ	1.78%	1.78%

## Details

Gross Proceeds:	\$60,000,000
Units Issued:	2,400,000
Inception Date:	November 16, 2005
Termination Date:	December 1, 2012
Net Asset Value	\$18.19
Cash Weighting:	7%
Canadian Equity Weighting:	93%
PDV.PR.A Trading Price:	\$10.41
Current Yield*:	4.8%
Asset Coverage:	182%
Market Capitalization:	\$17,918,629
PDV Trading Price:	\$7.57
Current Yield*:	9.9%
Market Capitalization:	\$13,030,165

\*Last distribution annualized.

## Top Holdings (sorted by weight)

AGF Management Ltd.  
 TMX Group Inc.  
 TransCanada Corp.  
 IGM Financial Inc.  
 Power Financial Corp.  
 TransAlta Corporation  
 Toronto-Dominion Bank  
 Canadian Imperial Bank of Commerce  
 BCE Inc.  
 CI Financial Corp.  
 Royal Bank of Canada  
 Bank of Nova Scotia  
 Bank of Montreal  
 Manulife Financial Corporation  
 Great-West Lifeco Inc.  
 Sun Life Financial Inc.  
 National Bank of Canada

Weightings subject to change at any time.