

# Press Release:



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

**SUBJECT:** DIV

## PRIME DIVIDEND CORP.

### **CORRECTION FROM SOURCE: Regular Monthly Dividend Declaration for Class A and Preferred Share**

**TORONTO, ONTARIO – July 20, 2010 / Marketwire:** The following corrects and replaces the release sent on July 20, 2010 at 9:01 am ET. The record date stated in the first paragraph and in the "Distribution Details" table of the release should have read "July 30, 2010" rather than "June 30, 2010".

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 (2.50% as at July 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. Distributions are payable August 10, 2010 to shareholders on record as of July 30, 2010.

Since inception Class A shareholders have received a total of \$4.36 per share and Preferred shareholders have received a total of \$2.76 per share inclusive of this distribution, for a combined total of \$7.12 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 Bank of Nova Scotia CIBC National Bank of Canada Royal Bank of Canada Toronto-Dominion Bank	AGF Management Ltd. CI Financial Corp. IGM Financial Inc.	Great-West Lifeco Inc. Manulife Financial Corp. Sun Life Financial Inc.	BCE Inc. TransAlta Corp TransCanada Corp Power Financial Corp. TMX 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:	July 28, 2010
Record Date:	July 30, 2010
Payable Date:	August 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).