



UPDATE

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

Objectives

Preferred Shares (TSX: PDV.PR.A):

(i) to provide holders of the Preferred Shares with cumulative preferential monthly cash dividends at a rate per annum equal to the Prime Rate in Canada plus 0.75% (minimum 5%, maximum 7%) based on original issue price of \$10.00 per share (ii) on or about December 1, 2012 (termination date), to pay the holders of the Preferred Shares the original issue price of those shares.

Class A Shares (TSX: PDV):

(i) to provide holders of the Class A Shares with regular floating rate monthly cash distributions targeted to be at a rate per annum equal to the Prime Rate in Canada plus 2.0% (minimum 5%, maximum 10%) based on original issue price of \$15.00 per share (ii) on or about December 1, 2012 (termination date), to pay the holders of Class A Shares at least the original issue price of those shares.

The current Prime Rate in Canada is 6.25%.

Distributions (by record date)

	PDV	PDV.PR.A	Total
Total to Date	\$1.9531	\$1.1183	\$3.0714
2007 YTD	\$0.7031	\$0.3958	\$1.0990
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

CIBC (TSX: CM) increased its quarterly common share dividend from \$0.70 to \$0.77 a share, a 10% increase (Mar 07). Bank of Montreal (TSX: BMO) increased its quarterly dividend from \$0.65 to \$0.68 a share, a 4.6% increase (Mar 07). Royal Bank (RY on TSX & NYSE) increased its quarterly common share dividend from \$0.40 to \$0.46 a share, a 15% increase (Mar 07).

Manulife Financial (TSX: MFC) increased its quarterly common share dividend from \$0.20 to \$0.22 a share, a 10% increase (May 07). Sun Life Financial (TSX: SLF) increased their quarterly dividend 6% to \$0.34 per common share, up 13% year over year (July 07). Great West Life (TSX: GWO) increased their quarterly dividend 8% to \$0.2750 per common share. Dividends paid on the common shares for the six months ended June 30, 2007 were 14% higher than a year ago (Aug 07).

CM, BMO, RY, MFC, SLF and GWO are holdings of Prime Dividend.

The Prime Dividend portfolio has a current dividend yield of approx. 3.1%.

Details

Gross Proceeds:	\$60,000,000
Units Issued:	2,400,000
Inception Date:	Nov 16, 2005
Termination Date:	Dec 1, 2012
Net Asset Value:	\$25.79 (July 31/07)

Cash Weighting:	2%
Canadian Equity Weighting:	98%

PDV.PR.A Issue Price	\$10.00
Trading Price:	\$11.44 (July 31/07)
Current Yield:	6.1% annually

PDV Issue Price:	\$15.00
Trading Price:	\$13.65 (July 31/07)
Current Yield:	9.1% annually

Top Holdings Sorted By Weight Symbol

AGF Management	AGF
Canadian Imperial Bank of Commerce	CM
TransAlta Corporation	TA
TSX Group Inc.	X
Bell Canada Inc.	BCE
Toronto-Dominion Bank	TD
TransCanada Corporation	TRP
IGM Financial	IGM
Bank of Montreal	BMO
Manulife Financial	MLF
Power Financial	PWF
National Bank of Canada	NA
CI Financial Income Fund	CIX
Sun Life Financial	SLF
Great-West Lifeco	GWL
Royal Bank of Canada	RY
Bank of Nova Scotia	BNS

Weightings subject to change at any time.