

# 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>\$4.2316</b> | <b>\$2.6811</b> | <b>\$6.9127</b> |
| 2010 YTD             | \$0.3125        | \$0.2083        | \$0.5208        |
| 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 Increased concerns over Greek sovereign debt and possible contagion effects consumed global markets throughout May and hampered stock markets throughout the world resulting in the most significant market declines in quite some time. After almost 13 months of improving economic growth and stock market recovery from the March 2009 lows, most broad based global markets have now experienced a market correction of at least 10% from their recent highs. In particular, the downgrading of Greek sovereign debt and the instability that it has caused in the EURO monetary unit required unprecedented financial intervention by the IMF and the other stronger EURO members to stabilize the situation. Investors worldwide sought the perceived "comparative" safety of the US dollar and gold which seemed to be the only beneficiaries during the month of May.

Despite an improving earnings profile from most North American companies, North American markets suffered in tandem with these events. The TSX 60 and the S&P 50 declined by -3.67% and -8.20% respectively. Economic conditions in Canada continue to remain stronger than in the US. Q1 GDP continues to outpace that in the United States and the Canadian housing and financial sectors remain comparatively much stronger than in the United States. The ecological and economic impact created by the BP oil spill disaster in the Gulf and the looming hurricane season creates a very uncertain impact on the US economy. Increased political tensions in the mid-east and between North and South Korea are also factors which could create more periods of market instability.

In short, the interconnectivity of global economies and financial interdependence was once again demonstrated in May. The impact of these global events has caused an increase in market volatility and once again demonstrated the extent to which equity markets across the world are correlated in times of global instability.

On a positive note, this increase in market volatility has increased option premium levels available for the Fund's covered call writing program. The Fund will try to take advantage of these periods of instability to generate higher income for the Fund. The valuations of the companies in the portfolio generally remain at very reasonable levels when measured by price to earnings ratios. Dividend yields should act as a major support at these current market prices.

In order for North American economies to sustain continued economic growth, there needs to be a greater transition from government led growth created through very stimulative fiscal and monetary policies, to private economic growth through the free market capitalist system. If this transition is successful, the companies in the portfolio will be significant beneficiaries of this growth.

|         | One Month to<br>May 31, 2010 | Year to Date<br>May 31, 2010 |
|---------|------------------------------|------------------------------|
| TSX     | -3.67%                       | 0.14%                        |
| S&P 500 | -8.20%                       | -2.30%                       |
| DJII    | -7.92%                       | -2.79%                       |
| NASDAQ  | -8.29%                       | -0.53%                       |

## Details

|                   |                     |
|-------------------|---------------------|
| Gross Proceeds:   | \$60,000,000        |
| Units Issued:     | 2,400,000           |
| Inception Date:   | Nov 16, 2005        |
| Termination Date: | Dec 1, 2012         |
| Net Asset Value:  | \$17.23 (May 31/10) |

|                            |     |
|----------------------------|-----|
| Cash Weighting:            | 7%  |
| Canadian Equity Weighting: | 93% |

|                                |                     |
|--------------------------------|---------------------|
| <b>PDV.PR.A</b> Trading Price: | \$10.10 (May 31/10) |
| Current Yield:                 | 5.0% annually*      |
| Asset Coverage:                | 172%                |
| Market Capitalization:         | \$17,385,029        |

|                           |                    |
|---------------------------|--------------------|
| <b>PDV</b> Trading Price: | \$7.39 (May 31/10) |
| Current Yield:            | 10.0% annually*    |
| Market Capitalization:    | \$12,720,333       |

*\*Last distribution annualized.*

## Top Holdings (sorted by weight)

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

*Weightings subject to change at any time.*