

Press Release:



TSX SYMBOLS: PDV, PDV.PR.A

SUBJECT: Fin Stmts

PRIME DIVIDEND CORP.

Financial Results to November 30, 2009

TORONTO, ONTARIO – February 25, 2010 / CCN Marketwire: Prime Dividend Corp. (“Prime Dividend”) announces its annual financial results for the year ending November 30, 2009.

The year ending November 30, 2009 was one of the most tumultuous periods in financial market history. Against this backdrop, the market prices of the stocks in the portfolio mirrored this activity reaching lows in early March but recovering significantly by the end of November. The net asset value as at November 30, 2009 ended \$3.08 higher to \$17.64 per unit over the prior year. The complete financial statements are available at www.primedividend.com or www.sedar.com.

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.

Selected Financial Information from the Statement of Financial Operations: For the year ending November 30, 2009

	(\$ Millions)
Income	1.585
Expenses	<u>(0.450)</u>
Net investment income	1.135
Realized option premiums and gain (loss) on sale of investments	(2.639)
Change in unrealized appreciation of investments	<u>8.939</u>
Increase in net assets from operations before distributions	7.435

Comparative financial information is available in documents filed on www.sedar.com.

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.