

Press Release:



TSX SYMBOLS: PDV, PDV.PR.A

SUBJECT: DIV

PRIME DIVIDEND CORP.

Regular Monthly Dividend Declaration

TORONTO, ONTARIO – January 18, 2007 / CCN Matthews: Prime Dividend Corp. ("Prime Dividend") declares its regular monthly distribution of \$0.10000 (8.00% annualized) for each Class A share which reflects the distribution policy of prime rate in Canada (6.00% as at January 15th) plus 2% annually. Prime Dividend also declares its regular monthly distribution of \$0.05625 (6.75% annualized) for each Preferred share which reflects the distribution policy of prime rate plus 0.75% annually. Distributions are payable February 9, 2007 to shareholders on record as of January 31, 2007.

Since inception Class A shareholders have received a total of \$1.35 per share and Preferred shareholders have received a total of \$0.78 per share inclusive of this distribution, for a combined total of \$2.13.

Prime Dividend invests in a portfolio of high yielding Canadian Companies as follows:

Banks	Investment Management	Life Insurance	Utilities & Other
Bank of Montreal	AGF Management Ltd.	Great-West Lifeco Inc.	BCE Inc.
The Bank of Nova Scotia	CI Financial Inc.	Manulife Financial Corp.	TransAlta Corp
CIBC	IGM Financial Inc.	Sun Life Financial Inc.	TransCanada Corp
National Bank of Canada			Power Financial Corp.
Royal Bank of Canada			TSX Group Inc.
Toronto-Dominion Bank			

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):	\$0.10000
Preferred Share (PDV.PR.A)	\$0.05625
Ex-Dividend Date:	January 29, 2007
Record Date:	January 31, 2007
Payable Date:	February 9, 2007

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.quadravest.com.