

Press Release:



TSX SYMBOLS: PDV, PDV.PR.A

SUBJECT: Fin Stmts

PRIME DIVIDEND CORP.

Financial Results to May 31, 2008

TORONTO, ONTARIO – July 28, 2008 / CCN Marketwire: Prime Dividend Corp. (“Prime Dividend”) announces its semi-annual financial results for the six months ending May 31, 2008.

Distributions to both Class A and Preferred shareholders were made at the Canadian prime rate plus formula for each class of shares. The net asset value per unit (one Preferred Share and one Class A share) was \$22.30 as at May 31, 2008.

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 six months ending May 31, 2008

	(\$ Millions)
Income	1.021
Expenses	<u>(0.395)</u>
Net investment income	0.626
Realized option premiums and gain on sale of investments	0.358
Change in unrealized depreciation of investments	<u>(6.229)</u>
Decrease in net assets from operations before distributions	(5.245)

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.