



CASS O'CONNOR APPOINTED DIRECTOR OF PRIME MEDIA GROUP (ASX:PRT)

Sydney, Tuesday, 21 April 2015: Prime Media Group Limited (ASX:PRT) is pleased to announce the appointment of Ms Cass O'Connor as a director of the company.

Ms O'Connor becomes a director of Prime from 21 April 2015 and it is intended that she will stand for election as a director at Prime's Annual General Meeting later this year.

Chairman of PRIME MEDIA, Mr John Hartigan said:

"We are delighted to welcome Cass on to the Board of Prime Media Group. She brings an extraordinary breadth of experience in analysis, corporate advisory, M & A, private equity and strategic planning within both the commercial and not-for-profit sectors. Much of this activity has been with traditional and new media companies.

Cass has previously worked for Deutsche Bank, Turnbull & Partners, Goldman Sachs, and Carnegie, Wylie & Company, and for more than fifteen years she has run her own successful corporate advisory company. She has over 30 years' experience as a board director of ASX listed companies, Federal and State government and unlisted entities."

Cass O'Connor said:

"Prime is a terrific company, delivering quality entertainment, news and information services to regional and rural Australia. The depth of expertise among the Board and Executive is market leading. I feel privileged to become part of this team."

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