



22 September 2017

MEDIA SPECULATION IN RELATION TO POSSIBLE TRANSACTION

Prime Media Group Limited (ASX: PRT) (**Prime**) notes media speculation today that it is in discussions with Seven West Media Limited (ASX:SWM) (**SWM**).

Prime advises that it did previously have discussions with SWM in relation to a possible combination of the two companies, but that those discussions have ceased. While Prime saw merit in the possible combination, the parties were not able to agree on the terms of the transaction.

Prime and SWM enjoy a strong and mutually beneficial working relationship and the parties engage regularly on matters of shared interest.

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