



MIKE HILL APPOINTED DIRECTOR OF PRIME MEDIA GROUP (ASX:PRT)

Sydney, Tuesday, 4 August 2015: Prime Media Group Limited (ASX:PRT) is pleased to announce the appointment of Mr Mike Hill as a director of the company.

Mr Hill becomes a director of Prime from 4 August 2015 and it is intended that he 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 pleased to welcome Mike to the Board of Prime Media Group. His strategic experience in the media and technology space will bring another dimension to our board. "

Mike Hill said:

"I'm delighted to join the board of Prime and very much looking forward to working with the executive group to grow shareholder value in the ever evolving media landscape."

About Mike Hill:

Mike has more than 20 years' experience working on corporate and private equity transactions in Australia and the UK. He is a former partner of Ernst & Young in their M&A team and in 2003 joined Ironbridge, a leading Sydney based private equity firm with \$1.5bn of funds under management.

Mike has experience across numerous industries where he has served on company boards involved in the technology, retail, healthcare, media, waste services, tourism, hospitality and manufacturing sectors. His involvement with companies in these industries has been to work closely with founders and executive management teams to execute strategic growth objectives.

Mike is currently the Executive Chairman of rhipe Limited (ASX: RHP), Non-executive Chairman of Ahalife Holdings Limited (ASX: AHL), HJB Corporation Limited (ASX: HJB) and Modun Resources Limited (ASX: MOU), and a non-executive director of JustKapital Limited (ASX: JKL). He is a member of the Institute of Chartered Accountants in Australia.

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