

PRIME
MEDIA GROUP
MEDIA RELEASE

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**PRIME MEDIA SUCCESSFULLY COMPLETES OUTSOURCE OF
PLAYOUT FOR 60 CHANNELS TO MEDIAHUB IN JUST 4 MONTHS**

PRIME Media Group (ASX:PRT) has successfully completed the outsourcing of its playout of 60 discreet market channels to MediaHub Australia.

PRIME reaches an audience of 5.3 million Australians, utilising 230 transmission sites to deliver its 60 unique, individually branded channels to regional markets.

Shane Wood, Group General Manager, Operations of PRIME said: “PRIME and MediaHub have worked collaboratively to transition the services in four months and went “live to air” for all PRIME channels across regional Australia from MediaHub’s Ingleburn facility yesterday, which is a remarkable effort.

“I would like to thank the team in Canberra, led by Trevor Clarke and Lyndon Cox, who worked tirelessly to ensure the success of this project, particularly the work undertaken during the rigorous user acceptance testing process.”

“MediaHub has delivered a clear commercial benefit to PRIME and provided us with a robust solution that has enabled technical improvements to our on-air presentation,” Mr Wood said.

Alan Sweeney, CEO of MediaHub said: “It has been a pleasure to work with Prime’s very professional staff in delivering this project in such a short period of time. We are proud to welcome Prime to our growing client base and look forward to a long partnership with such a premium Australian brand.”

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