



29 April 2013

PRIME MEDIA GROUP LIMITED (ASX: PRT) – LAUNCH OF SECOND DATACASTING SERVICE

PRIME Media Group will launch its second datacasting service on Wednesday 1 May 2013.

To be known as *ishoptv*, the service will be broadcast across PRIME's television markets of regional NSW, ACT and Victoria, reaching a potential audience of 4.7 million people in over 1.8 million homes.

In 2011, PRIME was the first television network in Australia to launch a datacasting service and it continues to lead the industry with the introduction of this second service in regional Australia.

ishoptv will be produced in partnership with leading direct response company, Brand Developers.

PRIME's General Manager Network Sales, Tony Hogarth said: "PRIME is launching *ishoptv* to offer our viewers even more information options. We are very pleased to be working in partnership with Brand Developers to bring viewers an exciting shopping experience with an ever-expanding range of the latest retail products".

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