

18 April 2007

Company Announcements Office
Australian Stock Exchange Limited**PRIME FINANCIAL GROUP LTD LAUNCHES PROPERTY FUNDS MANAGEMENT DIVISION**

Prime Financial Group Ltd (Prime) and 45% owned investee company, Armytage Private Limited (APL), are pleased to announce the expansion of the funds management division with the launch of Armytage Property Funds Management Limited (APFM).

APFM will be 51% owned by APL and 49% owned by the highly regarded Mr. John Welch, who will take on the role of Investment Director & CEO. Mr Welch who was previously the Director & Head of Research at Property Investment Research Pty Ltd (PIR) is the author of "Australia's Top Property Trusts", one of the first retail books on investing in property trusts in Australia.

The APFM property securities fund, known as the "Armytage Strategic Property Fund", will be officially launched on 30 April 2007 and will be directly available to retail investors, as well as via a number of wholesale administration platforms.

The fund will invest in listed property trusts and property related companies with an emphasis on smaller companies within the index that are generally under researched and typically have very proactive management resulting in significant potential growth. The fund has a forecast income distribution of over 8%, and due to the style of the fund, will close when funds under management reaches \$300 million.

The launch of APFM is in accordance with Prime's funds management expansion plans as highlighted in the Half-Yearly Report to Shareholders. The structure of this new division will be consistent with that currently in place with the private equity division, Ceres Asset Management Pty Ltd (CAM), which was launched in September 2006.

For further details on the fund please contact John Welch or Michael Ffrench at APFM on 03 9661 0415, or via backoffice@armytageproperty.com.au

Prime Financial Group Ltd (Prime)

Prime is a 'National Diversified Financial Services and Advisory Group' operating across:

- Financial Advice;
- Funds Management;
- Corporate Advisory; and
- Finance.

Prime has forty (40) licensed advisers, over 150 staff across the group, and an existing client base of \$3.0b of funds under advice.

Prime's overall strategy is to continue to establish, grow and invest in businesses within the financial services and advisory sector, firmly aligning the interests of Prime and investee company shareholders. Prime will build upon existing key operational activities, deliver further value added services, and capitalise upon aggregation opportunities as and when they become available.

For more information on Prime please contact Simon Madder (Managing Director/CEO) or Campbell Kennedy (CFO & Company Secretary) on 03 9827 6999.

C Kennedy (Company Secretary)