

PRESS RELEASE



TSX SYMBOLS: PDV, PDV.PR.A

PRIME DIVIDEND CORP.

Monthly Dividend Declaration for Class A Share and Preferred Share

TORONTO, ONTARIO – March 18, 2016 / Marketwired: Prime Dividend Corp. (the “Company”) declares its monthly distribution of \$0.04275 for each Class A share and \$0.04167 for each Preferred share. Distributions are payable April 8, 2016 to shareholders on record as of March 31, 2016.

Under the distribution policy announced on July 17, 2014, the monthly dividend payable on the Class A shares is determined by applying a 10% annualized rate on the volume weighted average market price (VWAP) of the Class A shares over the last 5 trading days of the preceding month. As a result, Class A shareholders of record on March 31, 2016 will receive a dividend of \$0.04275 per share based on the VWAP of \$5.13 over the last 5 trading days in February, payable on April 8, 2016. Effectively, the actual amount of monthly distributions paid will vary with the market price, but the current yield will remain stable at 10% (based on the VWAP) under this new distribution policy.

Preferred shareholders continue to received prime plus 0.75% with a minimum rate of 5% annually.

Since inception Class A shareholders have received a total of \$8.55 per share and Preferred shareholders have received a total of \$5.60 per share inclusive of this distribution, for a combined total of \$14.15 per unit.

The Company invests in a portfolio of high yielding Canadian Companies as follows:

Banks
Bank of Montreal
Bank of Nova Scotia
CIBC
National Bank of Canada
Royal Bank of Canada
Toronto-Dominion Bank

Investment Management
AGF Management Ltd.
CI Financial Corp.
IGM Financial Inc.

Life Insurance
Great-West Lifeco Inc.
Manulife Financial Corporation
Sun Life Financial Inc.

Utilities & Other
BCE Inc.
TransAlta Corp
TransCanada Corp
Power Financial Corp.
TMX Group Inc.

Distribution Details:

Class A Share (PDV)	\$0.04275
Preferred Share (PDV.PR.A)	\$0.04167
Ex-Dividend Date:	March 29, 2016
Record Date:	March 31, 2016
Payable Date:	April 8, 2016