



MEDIA RELEASE

February 10th 2009

PRIME MAKES DONATION TO BUSHFIRE APPEAL

Prime Media Group today announced a \$20,000 donation to the Red Cross Bushfire Appeal as part of its ongoing support to the regional Victorian community.

Prime is also televising across the network a series of community service announcements with local Prime News presenters urging people who want to help by way of donation to contact the above fund.

The community service announcements will run for a number of weeks and will urge Prime viewers to contribute to this extremely worthy cause. The appeal will assist individuals and communities directly affected by the devastating bushfires in regional Victoria.

Prime staff wishing to contribute to the appeal can make a donation by calling the appeal hotline 1800 811 700 or by donating online at www.iprime.com.au.

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