

Prime Active Capital PLC

Change of Directors

Ms. Anne Keogh has stepped down on 1st October, 2012 after serving five years on the Board. The Board would like to thank Anne for her contributions during that period. The Board co-opted Mr. Dermot Anthony Martin (aged 42) to the Board as of the same date.

Dermot had worked with the company for the last five years, most recently in a Sales and Marketing capacity and before that as the Vice President for Operations. I am pleased that he has rejoined in a non-executive capacity and look forward to working with him in the future. Dermot will also undertake certain projects for the Group over the next year to further develop the sales organization.

Other than Mr. Martin's directorship of Business Change Management Limited there are no other matters which fall to be disclosed with regard to this appointment under Schedule 2 paragraph (g) of the AIM Rules or ESM Rules.

Peter E. Lynch
Chairman