

Prime Active Capital plc (“PAC” or the “Company”)
10 July 2008

Further to its announcement on 14 May 2008 in respect of its shareholding in Media Square plc (“MSQ”), Prime Active Capital plc announces that it has acquired from existing cash resources a further 21,000,000 ordinary shares in MSQ at a price of 6.25 pence per share. This transaction has increased PAC’s holding in MSQ to 21.53% of the issued share capital of that company. At this point this investment is not expected to have a material impact on earnings in the current year.

For further information please contact:

Prime Active Capital plc
Peter Callender
+353 1 240 1419

Goodbody Corporate Finance
John Flynn
+353 1 641 9491