

7 September 2009

INCREASE OF PRIME SHARE OFFER RATIO

Prime Media Broadcasting Services Pty Limited (**Prime**), a wholly owned subsidiary of Prime Media Group Limited (**Prime Media**), announces a further update in relation to its off-market takeover offer for all the ordinary shares in Broadcast Production Services Limited (**BPSL**) (**Prime Offer**).

Prime announces that it has today increased its share offer ratio of 0.257 New Prime Media Shares per BPSL Share to 0.35 New Prime Media Shares per BPSL Share (**Revised Offer**).

Reading Entertainment Australia Pty Limited, which controls 19.67% of the shares in BPSL, has indicated to Prime that it intends to accept the Revised Offer in respect of its entire 19.67% stake in BPSL, in the absence of a superior offer for BPSL emerging.

The amount of the Revised Offer is final and will not be further increased.

The Prime Media Directors believe the Revised Offer is compelling for BPSL Shareholders and look forward to welcoming you as a new shareholder of Prime Media.

Further information

The Prime Offer was scheduled to close at 7:00pm (Sydney time) on 11 September 2009 (unless further extended). As a result of increasing the Prime Offer consideration, BPSL shareholders should note that the Offer Period is automatically extended under the Corporations Act for 14 days and is now scheduled to close at **7:00pm (Sydney time) on 21 September 2009** (unless further extended).

For information regarding your BPSL Shares, the Revised Offer or how to accept the Prime Offer please contact the Prime Offer Information Line on:

For Australian callers: 1800 770 850 (toll free)
For International callers: +61 2 8280 7714

The Prime Offer Information Line is available Monday to Friday between 8.30am and 5.30pm (Sydney time).