

Prime People PLC

Director/PDMR Shareholding

19 March 2010

Prime People plc (the "Company") announces that on 18 March 2010 John Lewis, a non-executive director of the Company, transferred 500,000 ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") to his SASS at a price of 42.5 pence per Ordinary Share. John Lewis' total shareholding remains unchanged at 1,180,500 Ordinary Shares which represents 10.05% of the Company's issued share capital.

The Company also announces that on 10 March 2010 Robert Macdonald, Executive Chairman of the Company, transferred 50,000 ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") to his SIPP at a price of 31.5 pence per Ordinary Share. Robert Macdonald's total shareholding remains unchanged at 2,480,000 Ordinary Shares which represents 21.12% of the Company's issued share capital

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