

7 June 2007

Dear Shareholder

Electronic communications by Prime People Plc (the "Company ") to its shareholders

You will see from the enclosed notice of the Company's annual general meeting to be held on 17 July 2007 at 40 Dover Street, London, W1S 4NW that it is seeking shareholders' consent (by Resolution no 11) to sending or supplying them documents in electronic form ("Electronic Form Communication") and by means of its website ("Website Communication"). This is permitted by recent legislation, in particular the Companies Act 2006 and should result in cost savings for the Company, environment benefits and increase convenience for shareholders including the speeding up of provision of information.

As well as seeking the consent of shareholders generally, the Company is writing to you (as requested by the Companies Act 2006) to ask you individually to consent to it sending or supplying documents and information to you as a shareholder by Electronic Form Communication and Website Communication

Electronic Form Communication

In order to consent to receive Electronic Form Communications you need to complete the enclosed slip notifying the Company of an e-mail address. If the resolution is not passed any consents given to Electronic Form Communication will be ineffective and hard-copy documents and information will continue to be sent or supplied to shareholders.

Website Communication

To receive Website Communications you need take no action as, unless you notify the Company that you do not consent to Website Communication, you will be deemed to have consented upon the passing of the resolution (being more than 28 days from the date of this letter). If the resolution is not passed, hard-copy documents and information will continue to be sent or supplied to shareholders.

We will notify you when the document(s) and/or information are available on the Company's Website, giving you its address, where on the website the document(s) and/or information can be found and telling you how to gain access to the document(s) and/or information including details of the computer hardware and system specification that will be needed.

If the Company is required to restrict the sending of any document(s) or information to any shareholders, for example due to the local laws of the jurisdiction in which the shareholder is resident or otherwise located, it will not be permitted to use electronic means to communicate with shareholders and hard copies of such document(s) or information will be sent.

Please also note that if there are any particular communications in which the Company needs to send documents or information to you in hard copy rather than in electronic form, in which case, the Company reserves the right to do so.

Action to be taken

To enable the Company to send you electronic Form Communication please complete the enclosed reply card with details of your e-mail address, sign it and return it to the Company.

Alternatively, if you would prefer to receive documents and information in paper form rather than in electronic form, please complete the enclosed reply card providing your address details, sign it and return it to the company.

Yours faithfully

Company Secretary