

Prime People PLC
Director/PDMR Shareholding

04 June 2010

Prime People plc (the "Company") announces that on 4 June 2010 Robert Macdonald, Executive Chairman of the Company, transferred 36,000 ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") to his SIPP at a price of 43.5 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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| Prime People plc | 020 73181785 |
| Robert Macdonald, Executive Chairman | |
| Chris Heayberd, Finance Director | |

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| Cenkos Securities plc | |
| Elizabeth Bowman | 020 73978928 |