

28 March 2007

Company Announcements Office
Australian Stock Exchange Limited

**Prime Financial Group Ltd 50% Acquisition of Accounting & Advisory Firm ORD Group Pty Ltd
Continuation of the Successful Co-Investment Model**

Prime Financial Group Ltd (Prime) is pleased to announce the completion of a 50% investment in the accounting & advisory firm ORD Group Pty Ltd (ORD), marking the continuation of Prime's successful co-investment model.

Prime is currently partners with twenty-eight (28) accounting firms in financial planning (50/50 equity structure), and ORD is Prime's fourth (4th) investment in the accounting & advisory operation of an existing financial planning partner.

Prime and ORD have been in partnership in financial planning for over three years and see the investment in ORD's accounting & advisory operation as a natural progression in growing the firms 'Integrated Financial Advice' model for clients.

ORD Group Pty Ltd (ORD)

ORD are a progressive three principal Perth based accounting & advisory firm that currently offers clients:

- Accounting, Tax and Business Services Advice;
- Corporate Advisory Services;
- Audit Services;
- Self Managed Superannuation Fund Administration and Compliance Services; and
- Financial Planning Advice.

The firm generates approximately \$3.0M in revenue from accounting & advisory services and the investment will be earnings per share accretive for part of the 2007 financial year, with a full year contribution in 2008.

Prime's investment allows ORD to leverage off Prime's significant scale and to provide additional services to clients and continue to grow the business.

ORD's corporate advisory service is complimentary to Prime's existing corporate advisory offering, and provides further scale to the groups operations.

Prime Financial Group Ltd (Prime)

Prime is a 'National Diversified Financial Services and Advisory Group' operating across:

- Financial Advice;
- Funds Management;
- Corporate Advisory; and
- Finance.

Prime has forty (40) licensed advisers, over 150 staff across the group, and an existing client base of \$3.0b of Funds Under Advice (FUA).

Prime's overall strategy is to continue to establish, grow and invest in businesses within the financial services and advisory sector, firmly aligning the interests of Prime and investee company shareholders. Prime will build upon existing key operational activities, deliver further value added services, and capitalise upon aggregation opportunities as and when they become available.

For more information on this announcement please contact Simon Madder (Managing Director/CEO) or Campbell Kennedy (CFO & Company Secretary) on 03 9827 6999.

C Kennedy (Company Secretary)
