

**Company** PRIME ACTIVE CAPITAL PLC ORD  
EUR0.50  
**TIDM** PACC  
**Headline** Announcement of shareholding in  
MSQ  
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Prime Active Capital PLC  
14 May 2008

Prime Active Capital plc ("PAC" or the "Company")  
14 May 2008

Prime Active Capital plc announces that it has acquired from existing cash resources a total of 48,403,997 ordinary shares in Media Square plc ("MSQ"), representing 15% of the issued share capital of that company. The average price paid by PAC for its shares is 8.33 pence per share. This investment is not expected to have a material impact on earnings in the current year.

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This information is provided by RNS  
The company news service from the London Stock Exchange

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