

Primedia Limited - Dealing In Securities By A Director

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Code(s): [PMA](#) [PMN](#)

Primedia Limited - Dealing in securities by a director

Primedia Limited

(Incorporated in the Republic of South Africa)

(Registration number 1993/003355/06)

Share code: PMA & ISIN: ZAE000035119

Share code: PMN & ISIN: ZAE000035127

("Primedia" or "the Company")

DEALING IN SECURITIES BY A DIRECTOR

In compliance with rules 3.63 - 3.74 of the JSE Listings Requirements, we hereby disclose the following transactions in securities of Primedia by directors of the Company:

Name	William Kirsh
Designation	Chief Executive Officer
Date transaction effected	6 March 2006
Number of shares	46 245
Price per share	R17,84
Total value	R825 010.80
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	William Kirsh
Designation	Chief Executive Officer
Date transaction effected	7 March 2006
Number of shares	40 000
Price per share	R17,70
Total value	R708 000
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	William Kirsh
Designation	Chief Executive Officer
Date transaction effected	8 March 2006
Number of shares	160 770
Price per share	R17,65
Total value	R2 837 590,50
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Isaac Kirsh
Designation	Director
Date transaction effected	6 March 2006
Number of shares	46 245
Price per share	R17,84
Total value	R825 010.80
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Isaac Kirsh
Designation	Director
Date transaction effected	7 March 2006
Number of shares	40 000
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Total value	R708 000
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Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Isaac Kirsh
Designation	Director
Date transaction effected	8 March 2006
Number of shares	160 770
Price per share	R17,65
Total value	R2 837 590,50
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Mike Bosman
Designation	Director
Date transaction effected	6 March 2006
Number of shares	23 122
Price per share	R17,84
Total value	R412 496,48
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect beneficial
Name	Mike Bosman
Designation	Director
Date transaction effected	7 March 2006
Number of shares	20 000
Price per share	R17,70
Total value	R354 000
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect beneficial
Name	Mike Bosman
Designation	Director
Date transaction effected	8 March 2006
Number of shares	80 386
Price per share	R17,65
Total value	R1 418 812.90
Class of shares	"N" Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect beneficial
Name	William Kirsh
Designation	Chief Executive Officer
Date of transaction	8 March 2006
Nature of transaction	Exercise of shares options
Number of shares	255 466 @ R3.61
	44 534 @ R4.25
Class of shares	"N" Ordinary
Nature of interest	Direct beneficial
Name	William Kirsh
Designation	Chief Executive Officer
Date transaction effected	7 March 2006
Number of shares	3 188
Price per share	R17,50
Total value	R55 790
Class of shares	Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Isaac Kirsh
Designation	Director
Date transaction effected	7 March 2006
Number of shares	3 188
Price per share	R17,50
Total value	R55 790

Class of shares	Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect non-beneficial
Name	Mike Bosman
Designation	Director
Date transaction effected	7 March 2006
Number of shares	1 594
Price per share	R17,50
Total value	R27 895
Class of shares	Ordinary
Nature of transaction	Purchase
Nature of interest	Indirect beneficial

Clearance to deal has been received from a designated director in terms of paragraph 3.66 of the JSE Listings Requirements.
8 March 2006
Sandton
Sponsor
Investec Bank Limited
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