

Press Release:



TSX SYMBOLS:

PPL, PPL.PR.A

SUBJECT:

DIV

PRIME RATE PLUS CORP.

Dividends Set to Increase

TORONTO, ONTARIO – July 11, 2007 / CCN Matthews: As a result of the Bank of Canada's decision yesterday to increase the bank rate in Canada by 0.25%, the Prime Rate has also increased by 0.25% to 6.25%. As a result, the July dividends payable to both Preferred Shares and Class A shares of Prime Rate Plus are each set to increase by 0.25%. This would result in the July Preferred share dividend once declared being set at an annualized rate of 7.00% (Prime Rate plus 0.75%) and the Class A share dividend being set at an annualized rate of 8.25% (Prime Rate plus 2.0%).

Prime Rate Plus Corp. invests in a portfolio of six publicly traded Canadian Banks as follows:

Bank of Montreal
Canadian Imperial Bank of Commerce

National Bank of Canada
Royal Bank of Canada

Bank of Nova Scotia
Toronto-Dominion Bank

Shares held within the Portfolio are expected to range between 5-20% in weight but may vary from time to time.

The fund's investment objectives are:

Floating Rate Preferred Shares:

- (i) to provide holders of the Preferred Shares with cumulative preferential floating rate monthly cash dividends at a rate per annum equal to the Prime Rate in Canada plus 0.75% (minimum 5%, maximum 7%) based on original issue price of \$10.00 per share
- (ii) on or about December 1, 2012 (termination date), to pay the holders of the Preferred Shares the original issue price of those shares.

Floating Rate Class A Shares:

- (i) to provide holders of the Class A Shares with regular floating rate monthly cash distributions targeted to be at a rate per annum equal to the Prime Rate in Canada plus 2.0% (minimum 5%, maximum 10%) based on original issue price of \$15.00 per share
- (ii) on or about December 1, 2012 (termination date), to pay the holders of Class A Shares at least the original issue price of those shares.

For further information, please contact Investor Relations:

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