

Prime Art Funds Announces Data Self-submission System for Galleries

London, 2 June 2008: Prime Art Funds (PRIME), the only art investment instrument focusing exclusively on the primary market for emerging art, is expanding its network of gallery partners.

Starting on June 16th interested galleries can self-submit their records in a simple iterative process: by sending a blank email to galleries@primeartfunds.com they will receive a short questionnaire that can be filled out in a matter of minutes.

If the answers indicate a basic match between the gallery and PRIME, a second more detailed questionnaire will be sent out.

On the basis of this second questionnaire, galleries with a high degree of alignment and a serious interest to join will be contacted by our staff to discuss the mutual benefits of a formal partnership as well as problematic issues that would need to be addressed by the gallery.

They are then invited to submit the final set of data required for PRIME to decide which galleries will be issued a formal offer of partnership.

About PRIME:

PRIME is the only art fund investing exclusively in young artists with little or no track record. A proprietary econometric system allows the fund to forecast future price and liquidity developments in the absence of past market reactions to an artist's work.

PRIME is a gallery-friendly fund. It has no connection to the auction market, the biggest single threat to a gallery's control over placement and appropriate pricing in the first stages of an artistic career. In contrast to all existing art funds, the interests of PRIME are tightly aligned to those of its partner galleries, their artists and serious collectors. The fund buys from and sells only through its galleries and helps keep a significant fraction of their stable's artistic production from escaping into the secondary market. PRIME is interested only in the most courageous, innovative young art the global market has to offer. It has no geographic preferences and endorses all artistic media.

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PRIME is managed by Prime Art Management Ltd, London (www.primeartfunds.com). If you would like more information about this topic, or to schedule an interview with Manuel Gerber (CEO), please send an email to estelle.currat@primeartfunds.com