Press Note

PRIME FOCUS

Prime Focus wins Emmy® for 'WWII from Space'

Broadcast VFX team wins top honors in the Outstanding Graphic Design & Art Direction*category at the prestigious* Emmy® Awards

Mumbai, October 4, 2013:Prime Focus (BSE code: 532748), the world leader in media and entertainment industry services,won an Emmy® Award inthe 'Outstanding Graphic Design& Art Direction'category for their work on History Channel's series World War II from Space. The October Films landmark series 'WW2 from Space' covers the key political events and battles from the Second World War making extensive use of today's creative technology to deliver the information in a way that will seize the attention of modern audiences.

Winners of the 34th Annual News and Documentary Emmy® Awards were announced on 1 October by the National Academy of Television Arts & Sciences (NATAS). The News & Documentary Emmy® Awards were presented at a glittering ceremony at Jazz at Lincoln Center's Frederick P. Rose Hall in the Time Warner Center in New York City. The event was attended by more than 900 television and news media industry executives, news and documentary producers and journalists. Emmy® Awards were presented in 42 categories, including Breaking News, Investigative Reporting, Outstanding Interview, and Best Documentary, among others.

The VFX (Broadcast and Commercials) team at Prime Focus UK devised and created visually exciting ways to deliver the program's factual information. Theteam successfully delivered a staggering 70 minutes of CG for the 82 minute broadcast, supplying more than 420 shots.

Namit Malhotra, Founder, Prime Focus says, "We are proud to be recognized by the prestigious jury at Emmy®. Awards like these prove our team's hard work and creative excellence every time. The team's exceptional execution on the series has evolved the genre of documentary programming. It was one of the most challenging projects last year. Working with the production company to develop such large portions of the program allowed us to really take control of the look and feel of the show, and push the genre to new heights."

In the past, Prime Focus has been bestowed with multipleawards at Emmy®for documentaries such as'The Mona Lisa Curse' which won in the Arts Programming category and 'America The Story for us' won for Outstanding Sound Editing for Non-fiction Programming. They have also been recognized for documentaries such as 'Heston's Feasts' which was nominated for Best Non-scripted Entertainment while '9/11: Phone Calls from the Towers' was nominated in the Best Documentary category.

About Prime Focus Limited

Prime Focus Limited, a global leader in media and entertainment industry services employs over 4,300 professionals in 10 facilities across 3 continents and 4 time zones. We provide end-to-end creative and technical services including visual effects, stereo 3D conversion, video/audio post-production, digital content management and distribution, Digital Intermediate, versioning and adaptation, and equipment rental to the Film, Broadcast, Advertising and Media industries. Prime

Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP platform) and View-D™ (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring work flow efficiencies, cost optimization and creative enablement. Listed on the BSE and NSE of India, Prime Focus has operations in Los Angeles, New York, Vancouver, London, Mumbai, Bangalore, Chandigarh, Delhi, Kolkata and Hyderabad.

For more details,
www.primefocusltd.com I www.primefocusworld.com I www.primefocustechnologies.com

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