Prime Focus Technologies lands major media processing services deal with prestigious Hollywood Studio

Processes to be handled through hybrid cloud content operations platform, CLEAR™

Los Angeles, October 31 2012 – Prime Focus Technologies (PFT), a Prime Focus Group company, the global digital content operations specialist, has signed a multi-million dollar deal with one of Hollywood's leading film studios to supply media processing services to ensure full compliance with the Federal Communications Commission (FCC) regulations for new media. PFT will leverage CLEAR™, its award-winning hybrid cloud content operations platform to handle the assets, automated QC, approvals, workflows, delivery and archiving of the content.

PFT is already managing over 180,000 hours of TV and Film content each year for its clients in Europe and Asia. By leveraging the relationships that parent company Prime Focus has built up through its high-end visual effects and 3D conversion work for major studios, PFT is now gaining traction in providing CLEAR™ led services in North America also.

Ramki Sankaranarayanan, President and CEO of Prime Focus Technologies said; "We're starting to see real growth for our business in the North American market and this deal will provide us with a solid foundation to expand our services and client-base within the region. CLEAR™, the hybrid cloud platform, backed by PFT's global network of supporting services is proving to be the preferred option for Hollywood studios that need to process large volumes of content within the existing time frame and cost limitations without compromising on creativity."

To cater to the burgeoning demand for its services, PFT is setting up a ~1,00,000sq.ft. facility at Andheri (East), Mumbai. The facility is being built to suit the requirements of the increasing list of elite clients, with whom PFT has an exclusive vendor relationship for its variety of services. This facility will also house the Digital Broadcast Hub, and will be the new Global Headquarters for the Company. The facility is expected to be commissioned in February, 2013.

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About Prime Focus Technologies

Prime Focus Technologies (PFT) provides unified multi-platform content operations solutions to organisations that deal with content and are keen to exploit it across platforms. CLEAR™, its award-winning combination of a hybrid-cloud technology platform and managed services increases agility within a business, driving creative enablement, cutting operating costs and is available in a pay as you grow model. Backed by a global network of studios, CLEAR™ offers a secure solution for concurrent file-based new-media, channel, distribution & delivery and library operations.

PFT works with major content owners across the broadcast, film, sport, advertising and brand sectors. Its clients include Star TV, Eros International, Sony Music, Viacom 18, Sony MSM, BCCI, Indian Premiere League, Hindustan Unilever Limited, Associated Press, A & E TV Network, Vijay TV, Netflix, Schawk!, WPP

PFT is part of Prime Focus (www.primefocusgroup.com), a global visual entertainment services company. For more information visit: www.primefocustechnologies.com.

Investor contacts:

Nishant Fadia/Alok Gupta
Prime Focus Limited
Phone: +91 22 4209 5000
Email: nishant.fadia@primefocusworld.com
alok.gupta@primefocusworld.com

Shiv Muttoo/Karl Kolah
Citigate Dewe Rogerson
Phone : +91 22 6645 1207/1220
Email: shiv@cdr-india.com
karl@cdr-india.com

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