Press Note

PRIME FOCUS TECHNOLOGIES

Prime Focus Technologies' CLEAR™ positioned as an 'Exemplar' on the NASSCOM Product Excellence Matrix

Mumbai, India, Aug 6, 2014 – Prime Focus Technologies (PFT), the technology subsidiary of Prime Focus Limited (BSE code: 532748), the world's largest media services powerhouse has been positioned as an 'Exemplar' in NASSCOM's coveted Product Excellence Matrix (PEM) report. PFT's CLEAR™ which is the world's first hybrid cloud-enabled Media ERP platform, has been granted pole position for strategic and execution excellence in the Enterprise Resource Planning (ERP) grid that measures providers of Enterprise Business Software and Unified Communication & Collaboration.

The Matrix, built in association with Frost & Sullivan, benchmarks Indian software companies, and their products, across defined categories. This year's PEM evaluated more than 250 nominations based on criteria such as business model, product innovation, marketing strategies, and client testimonials. PFT was specifically recognized for its contribution to transforming the broadcast industry with CLEAR Media ERP.

"We built CLEAR as an Enterprise Cloud for Media & Entertainment companies. CLEAR Media ERP goes beyond cloud MAM and virtualizes the content supply chain, bringing together all stakeholders on a single technology platform and managing not just content but the business of content. This has never been attempted before. Cutting edge innovation is why CLEAR has been embraced by the world's biggest broadcasters, studios and brands, and currently we manage over 350,000 hours of content. Dovetailed to this, a recognition like this from the industry is a honor." said **Ramki Sankaranarayanan, CEO, Prime Focus Technologies.**

Talking about PFT's aggressive market expansion, he added, "We see great market potential globally for media ERP type of solutions that bring together modules of cloud MAM, channel operations, production, content operations, distribution and digital. According to a recent report we commissioned with E&Y, the market for media ERP solutions and cloud media services is estimated at about $10 billion. Our recent acquisition of DAX, an American company offering cloud-based production workflow and media asset management applications, has helped us accelerate our expansion in North America which we feel is the market where we can replicate our success with Indian media & entertainment companies."

CLEAR™, launched in 2008, is the world's first hybrid cloud-enabled Media ERP platform that virtualizes business processes around content and helps manage the business of content better for broadcasters, studios, brands, sports and digital businesses by enhancing agility, unlocking new revenue streams, enabling creativity, cutting cost and driving efficiencies.

The PEM is part of a series of steps to create a supportive ecosystem and build a thought leadership community for Indian software product vendors. As per NASSCOM's definition, "Exemplars are vendors that have a well-defined growth strategy and successful execution plan. Exemplars articulate a compelling value proposition aligned to target market needs backed by strong execution and can deliver on enterprise wide implementations that support a broad BI strategy."

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About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology-enabled Media ERP platform and cloud media services help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like Bloomberg, Disney, Warner Bros., 21st Century Fox-owned STAR TV, ZEE TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, Relativity Media, Legendary Pictures, Starz Media, Lionsgate, EROS International, SONY Music, Viacom 18, SONY MSM, Fox Television Studios, Showtime, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press and A&E TV Network.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In April 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies®

Prime Focus is listed on the NSE and BSE in India.

For more information visit: www.primefocustechnologies.com

For any investor relations query please contact:

Alok Gupta **Prime Focus Limited** Phone: +91 8879360082 Email: alok.gupta@primefocusworld.com	**Seema Shukla** **Four-S Services Pvt Ltd** Phone: : +91 9810408474 / +91 124 4251441 Email: seema@four-s.com

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