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March 29, 2011

To Whom It May Concern,

Subject: Prime Focus Press Release [March 29, 2011, Los Angeles, CA]

Please find attached a press release on behalf of Prime Focus, announcing a recent material assignment.

Michael Constantine
Director Global Marketing Prime Focus

T +1 323 461 7887
F +1 323 461 7790

Prime Focus House
1800 N. Vine Street
Hollywood
CA 90028
www.primefocusworld.com

Contact: Tony Bradley [Communications Director. Prime Focus]
Email: tony.bradley@primefocusworld.com
Website: www.primefocusworld.com | www.primefocus3d.com

Lucasfilm works with Prime Focus to convert *Star Wars: Episode I The Phantom Menace* to 3D.

~ Prime Focus selected following exhaustive testing ~

March 29 2011, Los Angeles, Calif – Lucasfilm, one of the world's leading film and entertainment companies, and Prime Focus, the global visual entertainment services company, are proud to announce their collaboration on the 3D conversion of *Star Wars:* Episode I *The Phantom Menace* for theatrical release, heralding an exciting new era in *Star Wars* entertainment. Prime Focus was selected by Lucasfilm and Industrial Light & Magic (ILM) following an exhaustive testing process.

Utilizing Prime Focus' proprietary View-D™ process, the cutting-edge conversion is scheduled to hit 3D theater screens on February 10, 2012. Involving meticulous crafting and attention to detail by Prime Focus' global team of artists, the 3D release promises a wonderfully immersive experience for fans of the original, and a big screen introduction for a whole new generation.

"It was incredibly important to me that we have the technology, the resources and the time to do this right," said Star Wars creator George Lucas. "I'm very happy with the results I've been seeing on Episode I."

Prime Focus founder and CEO Namit Malhotra said: "Wherever you are in the world, the *Star Wars* films have become part of the very fabric of film-making - the epitome of the big cinema experience. To be chosen by Lucasfilm as a trusted partner, and to be given the time and opportunity to re-present this series as a new experience to both old and new audiences alike, is an incredible honor. For a project of this importance and magnitude, Lucasfilm and ILM would only have chosen a company with the best talent in the industry, leading proprietary technology and infrastructure, a production-proven pipeline and unmatched scale. I am hugely proud that Prime Focus is that company."

The extensive conversion process is being completed under the close supervision of John Knoll, Visual Effects Supervisor for ILM.

"Getting really good results from stereo conversion requires a lot of attention to detail and it is imperative that you take the time to get it right – and that's just what we're doing," said Knoll. "We're taking a different approach than you might expect. George's vision has been to add dimension to the film in subtle ways. This isn't a novelty conversion, with things jumping out at the audience; our goal has been to enhance the classic *Star Wars* theatrical experience, utilizing the latest cinematic tools and techniques."

Prime Focus is a global leader in 3D conversion and VFX, and has delivered work on films such as *Avatar*, *Shrek*, *Tron: Legacy*, *Narnia: Dawn Treader* and most recently *Sucker Punch*. Deploying its global View-D™ conversion team on the *Star Wars* project, led out of the Prime Focus Hollywood office, artists in Los Angeles, London and Mumbai are delivering shots via Prime Focus' 'Global Digital Pipeline™.' In collaboration with ILM, the meticulous conversion is being completed with the utmost respect for the source material, and with a keen eye for both technological considerations and artistic intentions.

Find out more about Prime Focus 3D at www.primefocus3d.com. Prime Focus is exhibiting at the upcoming National Association of Broadcasters (NAB) show in Las Vegas April 11-14 – visit us at booth number #SL10205, South Lower Hall.

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About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet and media industries.

Prime Focus 3D, utilising its proprietary View-D™ conversion process, is the world's leading 2D-to-3D offering, giving moviemakers the power to produce stereoscopic 3D films from a 2D source. Prime Focus' expertise in stereoscopy predates the current boom, with work on first-generation S3D releases helping shape View-D™ into a creative and practical toolset that produces better results faster, and with more iterative control than any other process.

Prime Focus employs more than 3,000 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'Worldsourcing' business model, Prime Focus provides a network that combines global cost advantages, resources and talent pool with strong relationships and a deep understanding of the local markets.

Prime Focus is a public stock company with shares traded in the Mumbai and National Stock exchanges in India (Symbol - PFOCUS). Prime Focus also owns and operates Prime Focus London plc (Symbol - PFO), which is publicly traded in the LSE's AIM market.

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For more information on Prime Focus 3D, please call 1-877-617-9966 or visit www.primefocus3d.com.

For more information on Prime Focus worldwide, please visit www.primefocusworld.com.

Authorized Signatory:_____ Namit Malhotra