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January 10, 2012

To,

The National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400 051

Dear Sir,

Subject: Press Release titled " PRIME FOCUS TECHNOLOGIES' ON PANEL AT CES"

Please find enclosed press release titled **"PRIME FOCUS TECHNOLOGIES' ON PANEL AT CES"**.

For Prime Focus Limited

PRIME FOCUS LTD MUMBAI

Bhavik Gala
Deputy Company Secretary & Manager Legal

Prime Focus Technologies' on panel at CES

Mumbai, January 10, 2012: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market announced that its subsidiary Prime Focus Technologies' (PFT) Executive Vice President for North America, Ajay Malhotra, will be on an expert panel as part of the 'Content in the Cloud Conference' at the Consumer Electronics Show (CES), the world's largest consumer trade show.

Ajay will be a part of the panel session, on 'The Impact of Cloud Computing on Entertainment Industries.' The panel will discuss the many ways that cloud storage and distribution will affect how content rights-holders manage their intellectual property (IP), realize new cost savings, and implement new business models. Ajay is a leading voice in North America in the arena of cloud computing and is one of the driving forces behind the success of CLEAR™, PFT's hybrid cloud-based unified multi-platform content operations solution.

Commenting on the development Mr. Ramki Sankaranarayanan, Founder & CEO of Prime Focus Technologies Pvt. Ltd. and Managing Director of Prime Focus Limited said:

"It is matter of great privilege for PFT to be on the panel of CES which is the world's largest consumer trade shows. It is also a testament to our ability to continuously innovate in the area of cloud computing given that CLEAR™ is already the preferred content & workflow management platform for leading players like Star TV, Eros, BCCI, Hindustan Unilever, Balaji Telefilms and JWT. It allows them to digitize their enterprise content operations globally throughout the entire content life-cycle, be it production, distribution or exhibition, in a cost effective manner."

About Prime Focus Limited (PFL):

Prime Focus (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market. The group offers a genuine end-to-end solution from pre-production to final delivery – including visual effects, 2D to 3D conversion, video and audio post production, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs over 4,500 people with state-of-the-art facilities throughout the key markets of North America, 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.

Investor contacts:

Nishant Fadia
Prime Focus Limited
Phone: +91 22 4209 5000
Email: nishant.fadia@primefocusworld.com

Shiv Muttoo / Mayur Maniyar
Citigate Dewe Rogerson
Phone : +91 22 6645 1207/1220
Email: shiv@cdr-india.com
mayur@cdr-india.com

Note: *Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*