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April 11, 2012

To,

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

Dear Sir,

Subject: Press Release

Please find enclosed press release titled "SONY MUSIC INDIA FINE TUNES ITS VIDEO OPERATIONS BY MOVING TO THE CLOUD - Opts for CLEAR™- the unified content operations hybrid cloud platform from Prime Focus Technologies"

For Prime Focus Limited

Authorised Signatory

Encl: - As above

SONY MUSIC INDIA FINE TUNES ITS VIDEO OPERATIONS BY MOVING TO THE CLOUD

Opts for CLEAR™- the unified content operations hybrid cloud platform from Prime Focus Technologies

Mumbai, April 11, 2012: Sony Music, a global music giant, has commissioned global digital content services specialist Prime Focus Technologies (PFT) to deploy CLEAR™- its Hybrid Cloud based Multi-screen Content Operations platform. With the deployment of CLEAR, Sony Music India moves its entire video content operations to the cloud, creating an eco-system for the supply, preparation and delivery of content. This will help Sony Music manage their video business by increasing agility, unlocking new revenue streams, enabling creativity and cutting costs.

In addition, PFT provides a full slate of services to Sony Music such as metadata creation, archival and digital delivery across multiple platforms delivered through CLEAR, its award-winning platform. This enables Sony Music to both monetize its video content, aided by data modeling and cataloguing, and to quickly customize content for distribution across different platforms.

Ramki Sankaranarayanan, Founder and CEO, PFT said, *"We are delighted to take Sony Music's video operations to the cloud through CLEAR. So whilst Sony Music focuses their energies on acquisition, distribution & marketing content, we can focus on enabling their video business of*

content with our proven capabilities. It is extremely gratifying to work with a customer of the caliber of Sony Music and to help them set a precedent in the music industry."

Commenting on the collaboration, Shridhar Subramaniam, President, Sony Music India said, *"With the emergence of digital video platforms and increasing channels of music video discovery, video consumption continues to grow at an accelerated pace. We are glad to have partnered with PFT as their platform CLEAR will help us digitize our video content quickly, meet the ever-growing demand of our customers, and open up monetization opportunities."*

CLEAR is handling a large volume of content for the music giant – an enviable collection of music videos, documentaries/promos, full length movies and an enormous artwork library.

-ENDS-

About Sony Music

Sony Music is a global recorded music company with a roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre**.**

About Prime Focus Technologies:

Prime Focus Technologies (PFT) provides unified multi-platform content operations solutions to organizations 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, Associated Press, Eros International, Sony Music, Viacom 18, Sony MSM, BCCI, Indian Premiere League, Hindustan Unilever Limited, A & E TV Network, Vijay TV, Netflix, Schawk! and WPP. PFT is part of Prime Focus, a global visual entertainment services company.

For more information visit: www.primefocustechnologies.com.

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