Prime Focus releases pledge on 20% of promoter holding

Move is as part of plans to bring down pledge to 13%

Mumbai, July 11, 2013: Prime Focus Limited announces a release of share pledge on approximately 1.6 crore shares. With this, the total pledge on Prime Focus's shares now stands at 57% of promoter holding as against approximately 77%.

By the end of September, Company expects to release a further 3.4 crore shares which will bring down pledge to 13% levels, which is basically the additional collateral cover given by the Company to the banks for its working capital requirements. At the end of Q2, the Company expects the debt in Prime Focus Limited to be brought down by an aggregate of Rs.125cr.

For the purpose of clarity, all the pledge of promoter shares has always been for loans taken by the Company to manage its working capital requirements and not by the promoter.

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About Prime Focus Limited

Prime Focus Limited, a global leader in media and entertainment industry services employs over 4,500 professionals in 19 facilities across 3 continents and 4 time zones. We provide end-to-end creative and technical services including visual effects, stereo 3D conversion, video/audio post-production, digital content management and distribution, Digital Intermediate, versioning and adaptation, and equipment rental to the Film, Broadcast, Advertising and Media industries. Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled enterprise digitization

platform) and View-D™ (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring work flow efficiencies, cost optimization and creative enablement. Listed on the BSE and NSE of India and UK LSE's AIM, Prime Focus has operations in Los Angeles, New York, Vancouver, London and Mumbai.

For more details, www.primefocusltd.com

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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.*