MUMBAI
LONDON
LOS ANGELES
NEW YORK
VANCOUVER
HYDERABAD
CHENNAI
BANGALORE
CHANDIGARH

March 13, 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 **"Prime Focus Technologies expands global horizons to South Africa - ~ *Digital Content Specialist forms strategic alliance with ISP giant LaserNet* ~**

For Prime Focus Limited

Authorised Signatory

Encl: - As above

Prime Focus Technologies expands global horizons to South Africa

~ Digital Content Specialist forms strategic alliance with ISP giant LaserNet ~

Mumbai, March 13 2012: Prime Focus Technologies (PFT), the global Digital Content Specialist, has entered into a strategic alliance with South African ISP giant LaserNet. The agreement will see LaserNet bringing PFT's CLEAR™ unified content operations platform and supporting services to its substantial Media & Entertainment sector client-base in the region.

This alliance reflects a synergy between PFT's technological innovation and content operations expertise, and LaserNet's established client relationships and network infrastructure. The merging of these complementary strengths will accelerate the already growing pace of digital transformation in the South African marketplace.

PFT's CLEAR platform will allow content owners in South Africa to add new revenue streams, drive efficiencies, reduce cost and exploit content by enabling them to migrate to file-based workflows and capitalize effectively on new multi-platform opportunities. With the dynamic combination of PFT's technology and experience and LaserNet's strong local foothold and infrastructure, the strategic alliance will result in new growth and development opportunities for the media and entertainment industry in South Africa.

Speaking about the alliance, Ramki Sankaranarayanan, Founder & CEO, PFT commented, *"Since LaserNet as an ISP has deep relationships with all the major media and entertainment players in South Africa, and shares our vision of the Digital future, they were our natural choice of partner for this region. We are really excited about this strategic alliance. Bringing the CLEAR™ platform to South Africa - a gateway to Africa - will have a profound effect on how organizations in the region are able to manage the business of content."*

LaserNet Founder Ivan Bridgens said, *"The South African Media and Entertainment industry is ready for digital migration, and a transformation in the way it operates. After a thorough evaluation of the solutions available globally, we chose to bring CLEAR™, Prime Focus Technologies's Hybrid Cloud Technology platform, to South Africa. Having already established a network linking all the major media players in South Africa, LaserNet will now mount the CLEAR™ Hybrid Cloud based technology platform on its network, to manage the content and workflows of its customers."*

-ENDS-

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.

About LaserNet:

LaserNet of South Africa delivers transformational solutions that alleviate the internal and external pressures faced by the media organizations. LaserNet has been at the forefront of digital media technology services in South Africa for the last seven years, and is currently working with South African broadcasters as well as all the major media and facilities companies for managing and archiving digital media.

PR contacts

Prime Focus Technologies
UK – Tristan Earl, PFT
D +44 20 7565 1000
tristan.earl@primefocusworld.com

North America – Melissa Hariri, Cohn & Wolfe
D +1 310 967 2978
pft@cohnwolfe.com

India – Priyanka Rohilla, Prana PR
D +91 22 2288 4046
priyanka.rohilla@pranapr.com

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.*