Prime Focus World wins its biggest VFX contract for Robert Rodriguez's "Sin City 2"

2,000+ VFX shots to be delivered by PFW's global team

Mumbai, July 15, 2013: Prime Focus World ('PFW') ,a subsidiary of Prime Focus Limited (NSE :PFOCUS,BSE:532748) has been confirmed as the **exclusive VFX partner** on Sin City: A Dame To Kill For, Robert Rodriguez's long-awaited, ultra-stylized comic book sequel. Sin City 2 is PFW's **biggest VFX project win ever to date** and their global teams will work directly with Robert Rodriguez to produce over 2,000 visual effects shots for the stereo 3D movie, currently slated for an August 2014 release.

Rodriguez, always the trailblazer, has been a highly influential filmmaker and is forging his own path since his earliest successes – El Mariachi (1992) and Desperado (1995). The original Sin City (2005) was a seminal film, and its use of stylized Computer Graphics environments and VFX inspired many films that followed.

This contract further validates the unique business proposition of Prime Focus and catapults it to the league of being one of the few studios worldwide to break into, and contribute in a big way, to mainstream top-of-the-line Hollywood films.

The size and scale of the project would require each of PFW's location to come together under localized VFX and stereo leadership, and collaborate via the PFW global pipeline and VFX workflow structure to deliver on the contract.

Prime Focus continues to build a robust Order Book to fill its capacity across its various facilities worldwide. Currently, the group Order Book stands at a combined value of approximately Rs.750-800 crores, to be executed over the next 24-36 months.

"Normally, it is common for a film maker to split its VFX work amongst multiple studios, especially for a film of this size and scale. Robert Rodriguez has backed us to be the exclusive VFX vendor for his film, which makes us even more proud and honored as it validates our scale and superior workflow management capabilities to handle the entire length of a VFX film, across our global facilities. We are constantly looking for such opportunities to challenge both ourselves, and the industry as a whole, by working on projects that question and change creative, practical and economic paradigms," said Namit Malhotra, CEO and Founder, Prime Focus World. ""

Prime Focus has been backed by marquee global institutional investors including Standard Chartered Private Equity, AID Partners and Macquarie Capital. Recently in June 2013, Macquarie Capital invested US$ 38 mil in Prime Focus World NV (PFW), at an Enterprise Valuation of US$ 300 million.

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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

About Prime Focus World, N.V.

Prime Focus World ("PFW"), a subsidiary of Prime Focus Limited, provides 2D to 3D conversion, visual effects and animation services for major media and entertainment companies. PFW has brought its expertise to many wide release Hollywood films, including the The Great Gatsby and White House Down and World War Z as well as previously released Men in Black 3, Star Wars: Episode One – The Phantom Menace, Dredd 3D, Total Recall, Tim Burton's Frankenweenie, Harry Potter and the Deathly Hallows: Part 2, Narnia: The Voyage of the Dawn Treader, Resident Evil: Retribution, Green Lantern, Immortals, Wrath of the Titans, Mirror Mirror, Transformers: Dark of the Moon and Avatar. Prime Focus World has global operations with a presence in key centers of creative content production – Los Angeles, New York, London, Vancouver and Mumbai.

For more details please visit www.primefocusworld.com or contact info@primefocusworld.com

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