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March 28, 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 to Unveil Next Generation of CLEAR™ Content Operations Platform at 2012 NAB Show (Booth SL10805)".**

For Prime Focus Limited

Shah

Authorised Signatory

PRIME FOCUS LTD. MUMBAI

Encl: - As above

Prime Focus Technologies to Unveil Next Generation of CLEAR™ Content Operations Platform at 2012 NAB Show (Booth SL10805)

Los Angeles, March 28, 2012: Since debuting its award-winning content operations platform, CLEAR™, for the first time in the United States at 2011 NAB Show, Prime Focus Technologies (PFT) has added to its client roster a series of industry-leading global organizations and completed major advancements to CLEAR that allow it to better meet the needs of broadcasters today. Designed to support global businesses that need to manage their entire content operations from a single interface, CLEAR now works with one of the world's largest news syndicators that reaches more than half of the world's population each day, The Associated Press, as well as News Corporation's Star India, A&E and LaserNet. Prime Focus Technologies will be located at Booth SL10805 at 2012 NAB Show in Las Vegas from April 16-19.

CLEAR is a game-changer in the digitization of business content operations, having been designed to encourage cross-departmental collaboration, provide time and cost efficiencies, and unlock new revenue streams. Addressing the three key challenges faced by broadcasters - the transition to file-based workflows, the switch to HD broadcasting and delivery to multiple platforms - its operational model enables not only digitization of content but also digitized workflows in one integrated, enterprise-wide solution. This platform simultaneously increases the agility and profitability of an organization.

The Associated Press, the world's largest news-gathering organization, chose CLEAR and its supporting services earlier this year to digitize, manage and monetize the most valuable content in its huge archive of priceless news footage. CLEAR is being used to create nearly four million new assets from 32,000 hours of film and video content in just

18 months, opening the archive to a new audience across a new set of platforms, and subsequently creating new revenue streams for the organization.

Similarly, News Corporation-owned Star India, which reaches 400 million people every week across India and more than 100 countries across the globe, is now deploying CLEAR to move its entire broadcast operations into the cloud, facilitate its transition to HD and to create an eco-system for the supply and delivery of content.

Supported by volume metrics and a full range of SLA driven services, CLEAR is managing over 150,000 hours of content for its clients in the entertainment and media industry: on a yearly basis, this includes the management of 40,500 new episodes of TV content; syndication and Video on Demand fulfilment of 5 million files; and subtitling services for over 10,500 hours of TV and Film content.

CLEAR's innovative hybrid-cloud model has been further extended this year across Prime Focus Technologies' global network into South Africa through a strategic alliance with South African internet service provider, LaserNet.

Addressing the new needs of today's broadcasters, CLEAR has been enhanced to include iPad integration, increased-functionality of dashboards, adaptive streaming, automated fulfilment and HTML5 integration. CLEAR's iPad application lets users take advantage of the functionality of CLEAR on-the-go, including asset library access with advanced search, enabling the user to review assets, annotate, send for review and publish while away from their desk.

Additional broadcast-centric product enhancements include:

- **Customer-friendly dashboards and automation**

Automated concurrent high-speed content delivery to new media platforms allows broadcasters to leverage web and mobile for new revenues and additional promotion. User-role specific workflows, backed up by separate views of CLEAR for Programming, S&P, Operations, Traffic and OAP users, with custom notifications for each user role, provide further clarity and functionality.

- **New automated fulfilment system for syndication and delivery**

Users are able to schedule advance delivery of content by creating orders with delivery specifications, and to customize workflows through an order management system with customizable approval steps. Fulfilling prioritized delivery is the 'workflow tracker', that dynamically allows users to change the priority of a fulfilment request.

- **Adaptive streaming**

An integrated technology that seamlessly throttles content quality based on the available network bandwidth, compensating for the latency in transmission. The highest quality is streamed to the user when network bandwidth is good, and quality is progressively lowered based on network latency, improving the user's browsing experience.

- **An integrated HTML5 video player**

This player provides multiple features including frame accurate playback of video, support for dynamic subtitles and dynamic audio based language selection, allowing for seamless delivery of content.

For additional information, visit primefocustechnologies.com.

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 and 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 company.

www.primefocustechnologies.com.

About NAB Show:

NAB Show, held April 14-19 in Las Vegas, is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. With more than 90,000 attendees from 151 countries and 1,500+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, the NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at www.nabshow.com.

News media registration is now available for NAB Show.

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 3,500 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.

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