Press Note

PRIME FOCUS WORLD

PFW

Hollywood studios dial Prime Focus World (PFW) for summer releases

- *Global visual entertainment services leader kick starts summer 2014 with 'Maleficent' and 'Edge of Tomorrow'*
- *Working closely with all major studios in readying Hollywood's summer line up*
- *Only Indian creative services provider to achieve this degree of acceptance and credibility in Hollywood*

Mumbai, India 05 June, 2014 – Spurred by the success of Academy award winning *Gravity (Warner Bros.)* and close on the heels of the box office successes of *Noah (Paramount), Non Stop (Silver Pictures) and The Amazing Spiderman 2 (Sony),* Prime Focus World (PFW), the creative services subsidiary of Prime Focus (BSE code: 532748) has been busy with Hollywood's summer line up. Recently released film credits of PFW are Walt Disney Pictures' dark fantasy adventure *Maleficent* starring Angelina Jolie and Warner Bros. Pictures' sci-fi flick *Edge of Tomorrow* starring Tom Cruise.

In the last five years since PFW went global, it has consistently invested in talent and infrastructure to build capability and capacity to deliver world class visual effects and stereo 3D for highly demanding Hollywood studios. If the summer line-up of 2014 is anything to go by, PFW has achieved a degree of acceptance and credibility no other Indian company in the creative services space has ever managed in Hollywood. PFW's visual effects and stereo 3D conversion teams have been busy working on 12 of the biggest summer releases– that is almost half of all the mainstream releases from the studios this summer! "2014 is seeing the coming of age of Prime Focus World as a credible creative services provider to the biggest studios in Hollywood," said **Namit Malhotra, Prime Focus founder and Chairman & CEO of Prime Focus World**. "There is genuine appreciation for our creative prowess, global scale and most importantly our unique business model, all of which have matured over the years. The spectacular success of films that we have collaborated on has only reinforced our overall value proposition in Hollywood."

Maleficent which opened last week has flown to number 1 at the Box Office on its opening weekend and is the biggest ever debut for star Angelina Jolie. Time magazine in its review has called *Edge of Tomorrow* which releases on 6 June "a furiously time-looping joy ride and the smartest action film of the early summer season".

In the last 5 years, Prime Focus World has grown in to a global operation with facilities across major content markets –London, Los Angeles, Mumbai, Vancouver, Beijing, Chandigarh and Goa, and a team strength of 3000 plus people.

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About Prime Focus World

Prime Focus World (PFW), a subsidiary of Prime Focus Limited, provides 2D to 3D conversion, visual effects and animation services to major media and entertainment companies. PFW has brought its expertise to many wide release Hollywood films including Gravity, The Amazing Spiderman 2, Noah, White House Down, Wizard of Oz, The Last Emperor, The Great Gatsby and World War Z, along with previously released Men in Black 3, Star Wars: Episode I, II & III, 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.

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Prime Focus World has global operations with a presence in key centers of creative content production – Los Angeles, London, Vancouver, Mumbai, Beijing, Chandigarh and Goa.
For more details please visit www.primefocusworld.com

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