PRIME FOCUS PROVIDES STEREO 3D CONVERSION FOR SONY PICTURES' MEN IN BLACK™ 3

Los Angeles, CA May 31, 2012 – Prime Focus World (a subsidiary of Prime Focus Limited), a leading global technology services company, served as the exclusive conversion partner to Sony Pictures Imageworks for the 3D release of Sony Pictures' *Men In Black™ 3*. The film, starring Will Smith and Tommy Lee Jones, is the third installment in one of Sony's most recognized and successful motion picture franchises and the first film in the series to be presented in 3D.

Sony Pictures Imageworks' 3D Visual Effects Supervisor, Corey Turner, oversaw the entire project and worked closely with Prime Focus World's senior stereo supervisors Jeremy Nicolaides and John Pierce as well as with Prime Focus World's 3D Producer Michael Pryor. Utilizing their global pipeline, Prime Focus World, with the support of Sony Pictures Imageworks, completed more than 1700 shots by assigning over 800 artists across three continents to the project, which effectively enabled the team to spread the job across multiple time zones and work seamlessly 24 hours a day. Director Barry Sonnenfeld and Turner collaborated with Prime Focus World from the earliest stages of post-production to use the third dimension as a storytelling tool to further enhance the theatrical experience.

"Sony is delivering the ultimate 3D movie to date in Men in Black 3. Prime Focus is thrilled to have been a part of a filmmaking team that pushed the boundaries of 3D innovation and delivered the most immersive and stunning visual experience to audiences," said Nicolaides.

"I'm extremely proud of the work done by Imageworks and Prime Focus. We had some of the most talented artists working to create an exciting and fun 3D movie going experience for our fans," said Turner.

In *Men In Black™ 3*, Agents J (Will Smith) and K (Tommy Lee Jones) are back… in time. J has seen some inexplicable things in his 15 years with the Men in Black, but nothing, not even aliens, perplexes him as much as his wry, reticent partner. But when K's life and the fate of the planet are put at stake, Agent J will have to travel back in time to put things right. J discovers that there are secrets to the universe that K never told him — secrets that will reveal themselves as he teams up with the young Agent K (Josh Brolin) to save his partner, the agency, and the future of humankind. The film is directed by Barry Sonnenfeld. The screenplay is written by Etan Cohen, based on the Malibu Comic by Lowell Cunningham. The producers are Walter F. Parkes and Laurie MacDonald, and the executive producers are Steven Spielberg and G. Mac Brown.

About Prime Focus World

Prime Focus World(a subsidiary of Prime Focus Limited , BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a leading global technology services company providing comprehensive creative and technical services to the film, broadcast and advertising industries. Providing 2D to 3D conversion, visual special effects and animation services for major companies and filmmakers around the world, the Company has access to more than 3,100 creative personnel in key global centers of creative content production – Los Angeles, New York, London, Vancouver and Mumbai.

Its 3D conversion work includes top-tier Hollywood movies such as *Star Wars: Episode One – The Phantom Menace*, *Men in Black 3, Harry Potter and the Deathly Hallows: Part 2*, *Narnia: The Voyage of the Dawn Treader*, *Shrek*, *Green Lantern*, *Immortals* and *Transformers: Dark of the Moon*. In addition, Prime Focus World has created breathtaking visual effects for the Academy Award™ winning film *Avatar*; for the blockbuster *Harry Potter*, *Twilight Saga* and *X-Men* franchises; and for global releases including *Tron: Legacy*, *The A-Team* and the 2011 Palme d'Or winning *Tree of Life*.

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