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November 29, 2010

To,
The National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400 051.

Dear Sir,

Re: Press Release

Subject: **"Prime Focus awarded multi picture order worth approx Rs 200 Crores from leading Hollywood Studio."**

Please find the below press release on the above subject;

The Prime Focus group has been awarded a multi picture order worth approximately Rs 200 crores, for 2D to 3D stereoscopic conversion work from a leading Hollywood studio to be executed in the next 30-36 months. The jobs will be carried out between its facilities in the North America, UK and India.

This is after successful completion of work for Avatar, Clash of the Titans, Cats & Dogs, My Soul to Take and Narnia amongst others.

View-D™ from Prime Focus is a proprietary system for the conversion of 2D moving images to stereo 3D images. It offers many advantages over alternative conversion methods, including superior quality of converted imagery, significantly shorter production timeframes, more iterations and control over virtually every pixel in the frame.

View-D™ conversions are artist driven. Filmmakers can communicate their creative vision to Prime Focus artists who have the experience and talent of working in feature films, and who can guide them through the 3D workspace we create.

For new productions, View-D™ gives filmmakers a viable alternative to shooting with twin cameras, offering the flexibility to shoot film or digital , to move the camera as they wish, and to work with Prime Focus artists between the cut and the stereo conversion to make the 3D viewing experience as rich as possible.

PRIME FOCUS LTD. Mumbai

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Prime Focus North America, a 100 % subsidiary of the group has filed an application for patenting its trademark technology 'View D' which converts 2D images to 3D.

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet and media industries.

The group offers a genuine end-to-end solution from pre-production to final delivery - including stereo 3D visual effects, stereo 3D conversion, video and audio post-production, digital intermediate, equipment hire, digital asset management and distribution.

Prime Focus employs more than 2,250 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'World sourcing' 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.

Thanking You,

Yours Truly,

For Prime Focus Limited

PRIME FOCUS LTD. Mumbai

Authorised Signatory

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