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May 29, 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 extends its Content Localization offering with new Language Dubbing Services".**

Kindly take this on record and acknowledge the same.

Thanking you,

Yours Truly,

For Prime Focus Limited

PRIME FOCUS MUMBAI

Authorised Signatory

Encl: - As above

Prime Focus Technologies extends its Content Localization offering with new Language Dubbing Services

Mumbai, May 29, 2012: Prime Focus Technologies (PFT), the global digital content operations specialist, has further extended its Content Localization offering with a raft of new Language Dubbing services.

PFT is already providing over 250 hours of dubbing services every month to clients such as Cinergy, National Geographic Channel, Reliance BIG, STAR TV and Zee TV, and is anticipating a sharp uptake in its content localization services as clients realize the operational and financial benefits of PFT's integrated service offering.

This new language dubbing service complements PFT's existing subtitling / captioning service offering, which is already captioning over 10,500 hours of TV & Film content every year.

With a roster of 300 voice-over artists and 50 scriptwriters, PFT can provide dubbing services in over 20 international languages and all Indian languages. Services include: scriptwriting; cultural and language disaster checks; dialogue adaptation; voice casting and audition; dialogue recording and editing; M&E track creation; audio mixing; video editing; and Dolby Mastering.

The new service is managed by a client servicing team with many years of content localization experience, and leverages CLEAR™, PFT's award-winning hybrid cloud content operations platform, to handle assets, automated QC, approvals, workflows, delivery and archiving of the content.

Founder and CEO of Prime Focus Technologies, Ramki Sankaranarayanan said, *"With rapid globalization, international content is in increasing demand by a geographically dispersed, digitally interactive consumer base. Leveraging our Global Digital Pipeline, Language Dubbing is an important addition to our growing suite of powerful CLEAR led Content Operation services for global clients. We are very pleased to see our clients already embracing this offering, which clearly presents enhanced revenue growth opportunities."*

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.

For more information visit: www.primefocustechnologies.com.

PR contacts:

Prime Focus Technologies

UK – Tristan Earl, PFT
D +44 20 7565 1000
tristan.earl@primefocusworld.com

North America – Melissa Hariri, Cohn & Wolfe
D +1 310 967 2978
pft@cohnwolfe.com

India – Priyanka Rohilla, Prana PR
D +91 22 2288 4046
priyanka.rohilla@pranapr.com

Investor contacts:

Nishant Fadia
Prime Focus Limited
Phone: +91 22 4209 5000
Email: nishant.fadia@primefocusworld.com

Shiv Muttoo / Mayur Maniyar
Citigate Dewe Rogerson
Phone : +91 22 6645 1207/1220
Email: shiv@cdr-india.com
mayur@cdr-india.com

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