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September 08, 2011

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

**Dear Sir,**

**Subject:** **Prime Focus Technologies, a part of Prime Focus Group launches"CLEAR™ App."**

Please find the below press release on the above subject;

**Prime Focus Technologies launches CLEAR™ App.**
~ Enterprise-class tool offers creative enablement and greater control for content owners. ~

**Mumbai 7 September:** Global digital content services specialist Prime Focus Technologies (PFT) has announced the launch of an innovative new enterprise-class iPad Application. PFT will be showcasing the App at International Broadcasting Convention (IBC) 2011 (Sep 9-13, Amsterdam, Hall 7, Stand 7.D20). IBC is the leading global tradeshow for professionals engaged in the creation, management and delivery of broadcasting media and entertainment.

Specifically developed to augment CLEAR™, PFT's unified multi-platform content operations infrastructure, the App is an indispensible resource for creatives involved with content as it provides a complete creative toolkit that can be used anywhere. This creative enablement includes the ability to concurrently participate in the workflows – while on the go, thereby empowering the production of better content.

It also gives senior management and the operations staff greater control, providing a dashboard view for audited tracking and hands-on involvement.

PRIME FOCUS LTD MUMBAI

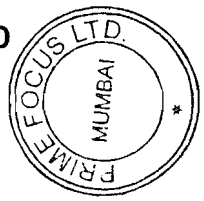
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The App is being incorporated into the operations of STAR TV, as part of PFT's pioneering deployment for the News Corporation-owned network. The file-based solution is a combination of the CLEAR™ technology platform and supporting content services. This deployment is specifically designed to manage the broadcaster's high volume end-to-end digital workflows and enable its transition to HD.

"This is a really exciting addition to what is a truly transformational solution for content owners" said Ganesh Sankaran, COO of Prime Focus Technologies. "We have worked closely with our clients to define their needs – the need for creative enablement and greater control are recurring themes. The App will enhance the efficiencies of CLEAR™ even further, and is one of many new initiatives that we are developing to augment our offering."

PFT is part of Prime Focus (www.primefocusworld.com), a global visual entertainment services company.
For more information visit www.primefocustechnologies.com.

**FOR PRIME FOCUS LIMITED**




**NAVIN AGARWAL**
**COMPANY SECRETARY**