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January 25, 2012

To,

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

Dear Sir,

Subject: Press Release titled "Prime Focus contributes services to 5 out of 10 movies in contention for the Oscar Award in the Visual Effects category"

Please find enclosed press release titled "**Prime Focus contributes services to 5 out of 10 movies in contention for the Oscar Award in the Visual Effects category**".

For Prime Focus Limited

Bhavik Gala
Deputy Company Secretary & Manager Legal

Prime Focus contributes services to 5 out of 10 movies in contention for the Oscar Award in the Visual Effects category

Mumbai, January 25, 2012: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market is proud to announce that it has contributed services to 5 out of 10 Oscar contenders.

With the shortlist for the Visual Effects Oscar 2012 announced, Prime Focus has contributed to 5 out of the 10 films which are in the running. The work ranged from creating complex VFX shots for Tree of Life and X-Men, to being the lead 2D-3D converter for Harry Potter and the Deathly Hallows: Part 2, to completing 3D conversion and delivering stereoscopic VFX shots for Transformers: Dark of the Moon and supplying on-set equipment to Hugo.

Prime Focus was the lead contributor in the 3D conversion of the highest grossing film of 2011 and third in the all time list, Harry Potter and the Deathly Hallows: Part 2, delivering 400 3D shots in the movie. On completion of the film director David Yates said *"Prime Focus delivered on every level and helped make our 3D conversion all that we could have hoped for and more."*

As the leader in the 2D-3D conversion space, Prime Focus delivered stereoscopic 3D visual effects and converted 230 shots into 3D for Michael Bay's Transformers: Dark of the Moon which went on to be the fourth highest grossing film of all time and second highest grossing film of 2011, collecting around $1.12 billion at the box office.

About Prime Focus Limited (PFL):

Prime Focus (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market. The group offers a genuine end-to-end solution from pre-production to final delivery – including visual effects, 2D to 3D conversion, video and audio post production, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs over 3,500 people with state-of-the-art facilities throughout the key markets of North America, UK and India. Using its 'Worldsourcing' 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.

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Note: *Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*