Prime Focus forays into 3D animation with a multi year multi million euro deal with a leading European toy manufacturer

Mumbai, January 24, 2013: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market, today announced that it has been contracted by a leading European toy manufacturer for a 20 episode deal to deliver 3D animation content for a children's TV series.

Under this contract, Prime Focus World, PFL's fully-owned subsidiary, will deliver 22 minutes of 3D animation on a monthly basis. The contract will be executed over a two year period from the company's facilities located in London and Mumbai.

Commenting on the new contract, Mr. Merzin Tavaria, Chief Creative Director of Prime Focus Limited said, *"We are happy to announce this unique association, which represents our first significant engagement in the 3D animation space. This contract further validates and strengthens our presence as a leading provider of cutting edge visual services to the most elite clients across the world. We believe that this will help us gain a strategic foothold in the animation space, expanding the bouquet of world class services offered by Prime Focus."*

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About Prime Focus Limited:

Prime Focus Limited (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 has a team of over 4,500 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.*