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February 21, 2011

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 2D to 3D conversion of 'Harry Potter and the Deathly Hallows (7A)' by Warner Brothers ."

Please find the below press release on the above subject;

The Prime Focus group has been awarded the recently released 'Harry Potter and the Deathly Hallows (7A)' , as a lead facility for 2D to 3D stereoscopic conversion work by Warner Brothers. The job will be carried out between its facilities in the North America, UK and India.

This movie is the most recent release of one of the most valuable movie franchises of all time.

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.

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View-D™ also unlocks back catalogues, giving clients the opportunity to efficiently convert legacy films and library titles to stereo 3D, allowing faster conversions and better results than ever before.

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.

Thanking You,

Yours Truly,

For Prime Focus Limited

Authorised Signatory

PRIME FOCUS LTD. Mumbai