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February 14, 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 "British Film Institute (BFI) selects Prime Focus Technologies for archive digital services"

Please find enclosed press release titled "**Press Release titled "British Film Institute (BFI) selects Prime Focus Technologies for archive digital services."**

For Prime Focus Limited

PRIME FOCUS LTD MUMBAI

Bhavik Gala
Deputy Company Secretary & Manager Legal

British Film Institute (BFI) selects Prime Focus Technologies for archive digital services

Mumbai, February 14, 2012: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market has announced that its subsidiary Prime Focus Technologies Private Limited (PFT) has been chosen by the British Film Institute (BFI) as a preferred supplier of digital services for its film and television archives, including scanning and digital restoration services.

Following a tender process that saw bids from 35 suppliers both from the UK and abroad, PFT was selected as one of the specialist companies that the BFI will work with to help preserve and present its archive material.

Prime Focus Technologies Private Limited (PFT) has collaborated with the BFI on many high profile projects in the past, and has provided its services to other archives, including the Imperial War Museum, British Movietone News, IMG, Huntley Archives and the Board of Control for Cricket in India (BCCI).

Commenting on the announcement, Aine Healy, PFT's vice president and UK head said *"This is just one of many exciting projects that the BFI is working on and we hope that we can continue to grow this relationship. We feel we have the perfect skillset, infrastructure and technology to ensure that the BFI's archive is readily available for people to enjoy both today and in the future."*

BFI's head of conservation, Charles Fairall said *"The BFI is charged with the preservation and accessibility of the UK's film and television heritage. We're very pleased to be partnering with Prime Focus Technologies and our other chosen suppliers, to preserve and open up our archive to new audiences."*

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.*