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**Prime Focus Group Acquires Post Logic Studios and Frantic Films VFX**

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Global Post Production Powerhouse, Prime Focus Group, Expands Holdings to North America with Purchase of Hollywood and New York-based Post Logic Studios and Frantic Films' VFX offices in Los Angeles, Winnipeg and Vancouver

Los Angeles, CA (December 10, 2007)— Prime Focus Group (PRFO: Bombay Stock Exchange) announced its first North American holdings today with the acquisitions of Post Logic Studios and Frantic Films VFX.

Prime Focus Group's global footprint is significant with six visual effects and post-production facilities across India and four facilities in London. This latest acquisition adds five new facilities in Los Angeles, New York, Vancouver and Winnipeg, along with ownership of 55,000 square feet of prime real estate in the heart of Hollywood, CA and 200 new staff members. Aiming to become the leading visual effects and post-production service provider in each local market, Prime Focus facilities in India service the country's thriving two-billion dollar film industry; its London facilities service European film and television projects and in North America will continue to service the domestic film market.

Bicoastal post facility Post Logic Studios, with offices in Hollywood and New York, is known for delivering high level digital intermediate, color science and post production services to independent and studio feature clientele. Recent projects completed at the facility include *Halloween*, *American Gangster*, *Mysteries of Pittsburgh*, *Phoebe in Wonderland*, *Smart People*, *Elite Squad* and more. Frantic Films businesses include an award winning visual effects company, with offices in Los Angeles, Vancouver and Winnipeg. Prime Focus will also be acquiring Frantic Films Software, the company's R&D division that develops and markets visual effects software solutions. Frantic Films has worked on top Hollywood films including *Fantastic Four: The Rise of the Silver Surfer*, *Grindhouse*, *Superman Returns*, *X-Men 3*, *Poseidon*, *Mr. Magorium's Wonder Emporium* and *Journey 3-D*.

Prime Focus Group is the largest film and television post-production company in India, along with four locations in London comprising Prime Focus UK, formed last year after the equity investment in effects and post company VTR (VTR: London Stock Exchange). Prime Focus Group plans to continue operations of both Post Logic Studios and Frantic Films as independent facilities, plugged into a powerful global network of nearly 400 visual effects and post-production artists worldwide.

"We are extremely excited about investing in the incredible talent pool both at Frantic Films and Post Logic. These companies have developed proprietary technologies and processes for film color management, visual effects and pipeline collaboration, and we will share and transfer these technologies to benefit all of the Prime Focus Group companies," said Namit Mahlotra, Managing Director, Prime Focus. "Both Post Logic and Frantic Films have fantastic pedigrees working on everything from DI and film mastering to visual effects, custom R&D and pre-visualization for all of Hollywood's top studios."

"Having just launched our Image Science Division and refining our 4K DI workflow, this acquisition comes at a very exciting time in Post Logic's history," said Larry Birstock, CEO, Post Logic Studios.

“We look forward to being part of the successful Prime Focus organization and to taking advantage of creative synergies across continents and across disciplines to deliver a new model for the future of digital post production.”

“The acquisition by Prime Focus will allow us to expand the Frantic Films presence in North America with additional staff and resources to take on even larger projects than ever before,” said Frantic Films co-founder Chris Bond. “We also anticipate working closely with Prime Focus companies across North America, India and the UK to broaden our pipelines internationally, and offer our film VFX clients an expanded slate of post services.”

Frantic Films also operates live-action production/post production facilities and a television commercial division that will not be a part of this acquisition, and will continue to operate independently out of Winnipeg and Toronto, Canada.

Terms of the acquisitions were not disclosed, and the transaction is subject to the regulatory approval of shareholders.

### **About Prime Focus Group**

Prime Focus Group is India’s biggest integrated post-production company. Prime Focus operates six facilities in India, and four studios in London offering a comprehensive spectrum of services ranging from visual effects, digital film lab (DI, film scanning and film recording) telecine, editing, motion control and HD production. The company was founded in 1997 and continues to expand to offer clients in film, television and advertising the industry’s top talent and technologies from premium facilities around the world.

### **About Post Logic Studios**

With technologically advanced facilities in Los Angeles and New York, Post Logic Studios has distinguished itself as a leader in digital intermediate and feature film restoration, and continues to expand into new and emerging arenas within the post-production realm. The company provides unmatched digital intermediate, digital mastering, editorial assembly, restoration, visual effects and audio postproduction services to feature film and television clients from its flagship Hollywood facility and Manhattan-based satellite, Post Logic Studios N.Y. Encompassing a team of the feature film and television community’s most talented digital artists and a 1,500-square-foot digital cinema-enabled theater, Post Logic Studios continues to lead and innovate. For more information, please visit [www.postlogic.com](http://www.postlogic.com) or call 323-461-7887.

### **About Frantic Films**

Frantic Films has been operating divisions that provide visual effects for film and television, live action production and VFX software development since 1997 from offices in Los Angeles, Winnipeg, Toronto and Vancouver. Frantic Films’ award-winning visual effects teams have worked on films including *Fantastic Four: The Rise of the Silver Surfer*, *Grindhouse*, *Superman Returns*, *X-Men 3*, *Poseidon* and many others. The company’s software tools were developed to solve complex production challenges on in-house feature effects projects, and are also in use at many leading 3D animation and effects facilities worldwide. For more information, visit <http://www.franticfilms.com/>.

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