



Media Contacts:
Karen Raz or Natasha Wang, Raz Public Relations
karen@razpr.com or natasha@razpr.com
310-450-1482

FOR IMMEDIATE RELEASE

Prime Focus Software Issues Call for Beta Testers for Deadline 4.1

Winnipeg, Manitoba, Canada (May 12, 2010) – Prime Focus Software, the R&D arm of Prime Focus, is seeking visual effects companies to participate in the Beta Testing program for Deadline 4.1. The latest update for the company's easy-to-use administration and rendering toolkit for Windows, Linux and Mac OSX-based render farms will feature a number of new updates and performance enhancements that beta testers can experience first-hand.

The release of Deadline 4.1, out mid-to-late July, will include performance and stability improvements that will allow Deadline to handle thousands of render jobs with ease. The software update will also offer increased usability and flexibility for the Pool/Group Management feature and the Power Management feature, which helps reduce a facility's energy footprint by shutting down idle machines and starting them back up again when they are needed. Deadline 4.1 will also include new software support for After Effects CS5, Lightwave 10, RealFlow5 and Softimage 2011, with the potential for new support added prior to the final release.

To learn more and to join the Deadline 4.1 Beta Program, please contact: deadline-beta@primefocusworld.com

About Prime Focus Software

Prime Focus Software is a division of Prime Focus, a global visual entertainment services group providing creative and technical services to the film, broadcast, commercials, gaming, internet and media industries. Prime Focus Software, formerly known as Frantic Films Software, has a reputation for creating innovative custom-built R&D solutions and quality software products, including its popular Deadline Render Farm Management System, the Awake stereoscopic plug-ins for eyeon Fusion, and its high-performance volumetric particle renderer Krakatoa. Prime Focus Software pushes the envelope of conventional thought and applies real science to create tools and technology that truly open a whole new world of possibilities for VFX professionals. For more information, visit <http://software.primefocusworld.com>.

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, gaming, internet and media industries.

The group offers a genuine end-to-end solution from pre-production to final delivery - including previsualisation, equipment hire, visual effects, video and audio post-production, digital intermediate, digital asset management and distribution.

Prime Focus employs more than 1200 people with state-of-the-art facilities throughout the key markets of North America, the 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.

Prime Focus is a public stock company with shares traded in the Mumbai and National Stock exchanges in India (Symbol - PRIMEFOCUS). Prime Focus also owns and operates Prime Focus London plc (Symbol - PFO), which is publicly traded in the LSE's AIM market. For more information, please visit www.primefocusworld.com.

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