

- June 2010

PRIME FOCUS LONDON PLC

Neil Barnett appointed Finance Director

Prime Focus London Plc (AIM: PFO, 'Prime Focus'), the visual entertainment services group, has appointed Neil Barnett Finance Director with immediate effect. He has been Finance Director in a non board role since he joined Prime Focus in January 2009.

Prior to Prime Focus, Neil was group financial officer and deputy Chief Executive at Imagine Homes, an international property company. Before that he spent over nine years as chief financial officer and company secretary at Eastman Kodak's film production and post production services subsidiary, Cinesite, where he was responsible for financial activities across the group's offices at London, Pinewood, Shepperton Studios and Los Angeles.

He started his career as an auditor at KPMG.

Namit Malhotra, Chairman, said:

"We are delighted to welcome Neil to the Board – he has made a material contribution to the business since he joined us early last year.

"He brings over 20 years of international corporate financial experience and expertise across every financial management discipline and has an excellent understanding of our sector."

Save for the information set out below in this announcement, there is no further information to be disclosed pursuant to paragraph (g) of Schedule 2 to the AIM Rules for Companies.

Enquiries:

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Additional information:

Neil James Barnett, aged 43, is a qualified chartered management accountant.

Neil Barnett currently holds no ordinary shares in the Company.

In addition to his directorship of the Company Neil Barnett is, or has been, a director of or partner of the following companies or partnerships, at any time in the previous five years:

Current directorships/partnerships:

Sabre Communications Limited
Grant and Anthea Events Limited
The Grant and Anthea Charitable Foundation

Past directorships/partnerships:

Imagine Homes Limited
Imagine Homes (Finchley) Limited
Imagine Homes UK Limited
Imagine Homes Holdings Limited
Imagine Prestige Limited
Imagine Homes (Spare SPV) Limited
Imagine Homes (Richmond Lock) Limited
Woodgate Place (Great Sankey) Management Company Limited
Cinesite (Europe) Limited
Distressed Property Company Limited
Veritas Holdings Limited
Veritas One Limited
Veritas Investments Limited

Of these companies listed as past directorships the following are in administration:

Imagine Homes Limited (resigned 1 Oct 2008)
Imagine Homes UK Limited (resigned 1 Oct 2008)
Veritas One Limited (resigned 31 Oct 2008)
Imagine Prestige Limited (resigned 12 Sept 2008)

In each case Neil Barnett resigned as director prior to administrators being appointed.