

**Prime Focus London plc (“Prime Focus” or the “Company”)
Update on Trading**

As the Company approaches the end of the financial year to 31 March 2009, the Board of Prime Focus is providing an update on current trading and guidance on the likely outcome for the current financial year.

The more challenging market conditions experienced by the Company during last Autumn, referred to in the announcement of the interim results to 30 September 2008 released on 30 December 2008, have continued into 2009. Whilst it is difficult to predict the actual outcome of the full year with certainty, the Board now expects that the Company will report a loss for the year as a whole.

The Board believes however that the re-structuring of the Company undertaken during 2007 and 2008 provides a good platform for future growth.

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