

December 30, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400 001
Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 533143

✓ The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
Fax No.: 26598237/38
NSE Scrip Symbol: RBN

Dear Sir/ Madam,

Re: Media Release

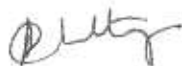
Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Reliance Broadcast Network Limited



Asheesh Chatterjee
Chief Financial Officer



Encl: a/a

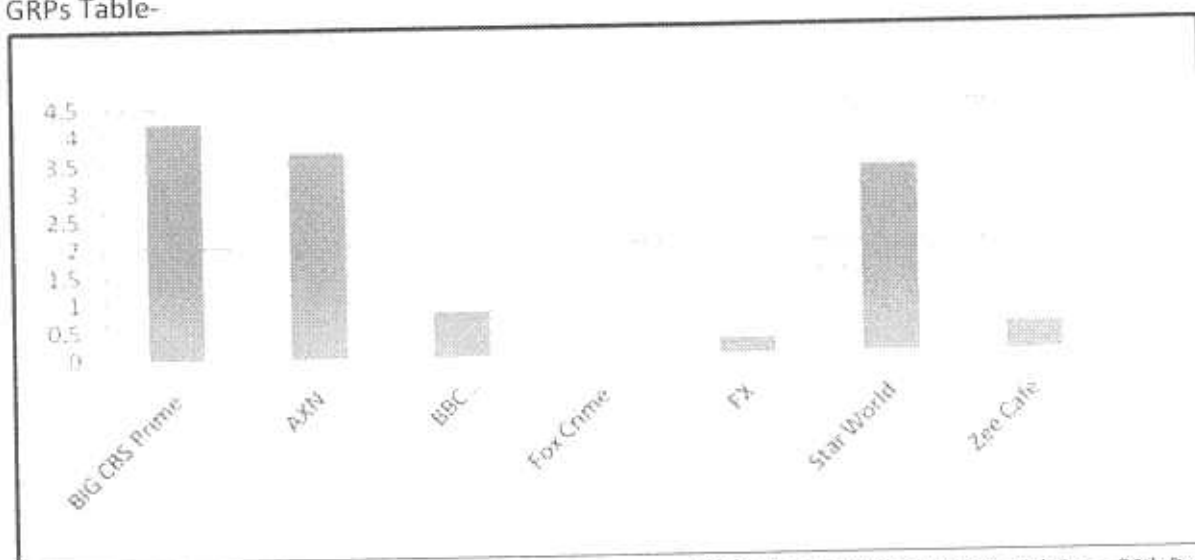
BIG CBS PRIME ranks #1 amongst English GECs

Channel beats all competition, including AXN and Star World

December 30, 2011, Mumbai: According to the TAM reports of week 52 (Source: 18th Dec – 24th Dec, CS 25- 44 Yrs, SEC A, MALES, Top 7 metros), BIG CBS PRIME, has acquired the top position amongst all other competing English GECs with its male oriented programming. With programs like **Galileo Extreme** and blockbuster action movies that set the adrenaline pumping for men, the first premium English General Entertainment Channel from the Reliance Broadcast Network Limited and CBS Studios International JV, BIG CBS PRIME's, appeal in this audience group has resonated well.

According to the 52nd week's TAM report 2011, the GRP for BIG CBS PRIME was 4.23 which surpassed the GRP of AXN and Star World which stood at 3.69 and 3.35 respectively. The show **Galileo Extreme** ranks no.1 in TVR in the Action/Thriller Genre across all 7 metros. Also, the 10pm Mon – Thursday time band that airs **The Jerry Springer Show** has been garnering the Best TVR over the last few weeks. This unprecedented growth is attributed to the channel successfully identifying the entertainment preferences of its target viewers and providing fresh and engaging content.

GRPs Table-



CS 25-44 A M 7 Metros Wk 52 18th Dec – 24th Dec

[Signature]



Speaking about the achievement of **BIG CBS PRIME**, the **Company** said in a statement, "Despite high competition in this category we are happy with how the channel has shaped up in a year's time. Given our content and programming, we were confident of taking the channel to great heights. We are now looking at introducing more local content along with some of the finest international formats keeping with the tastes of our discerning viewers."

Living up to its promise, **BIG CBS PRIME** has freshest content lined up for their viewers for 2012. The channels will kick-off the latest season of one of the most adventurous series, **Survivor and Hawaii Five-O** soon.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited (through its subsidiary) and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV has launched 3 English language Entertainment Channels marking not just RBNL's, but the Reliance Group's entry into the television broadcasting space and CBS Corporation's channel entry into India.

The themed channels are targeted at India's fast-growing, upwardly mobile population and are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, India's first international youth entertainment channel and BIG CBS LOVE, India's first ever international entertainment channel for the contemporary Indian couple. The channels offer audiences the latest of CBS's world class and globally successful programming and are available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's prolific multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands to make a significant impact in India's burgeoning entertainment industry. Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, and specializes in creating & executing integrated solutions for clients, across the country. CBS Studios International, the leading supplier of programming to the international television marketplace, is a division of CBS Corporation.

For further information contact:

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