

November 3, 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**
(Formerly known as Reliance Media World Limited)



Gururaja Rao
Company Secretary & Manager



Encl: a/a

BIG CBS PRIME brings 'The Defenders' to India

The new legal drama series featuring Jim Belushi

Mumbai, November 03, 2011: After the tremendous response and success of shows like NCIS & CSI BIG CBS PRIME launches a new show **THE DEFENDERS** a legal drama about two colorful Las Vegas defense attorneys who go all-out when it comes to representing their clients. Nick and Pete are the local go-to guys with an eclectic client list who are still looking to hit their own jackpot. Jim Belushi and Jerry O'Connell star as the defense attorneys of the show's title.

Leading the law firm of Morelli & Kaczmarek are Nick Morelli (Jim Belushi), an earnest, hard-charging attorney who represents his clients to the best of his ability, no matter how big or small the case; and his partner, Pete Kaczmarek (Jerry O'Connell), whose passion for the law is matched only by his love of fast cars, beautiful women and expensive clothes. Joining them in their growing law practice is new associate Lisa Tyler, an enthusiastic young attorney looking to put her exotic dancing days behind her; and their young assistant, Zoey, a spunky and sweet ingénue who is eager to please her bosses.

The Defenders has been one of the top-rated legal comedy-drama series in America and promises to enthrall the Indian male audience with its fast-paced storyline LA lifestyle and uber-chic crowd.

The spotlight's on Jim Belushi (Nick Morelli) and he is sure to set hearts racing once on screen. Jim Belushi is a Chicago native and graduate of Southern Illinois University with a degree in Speech and Theatre Arts. Among Belushi's other television credits as an actor and writer are *Saturday Night Live*, for which he received an Emmy Award nomination for Outstanding Writing in a Variety or Music Program, *Parallel Lives* and *Wild Palms*.

Commenting on the launch of **The Defenders**, Nikhil Mirchandani, Business Head, Television Channels, Reliance Broadcast Networks Limited said, "The Defenders' is one of the top rated comedy-drama shows in the US. The success of shows like NCIS & CSI, indicate a high appetite for investigation & action shows amongst our audiences. Bringing the show to the India, only strengthens our programming offering and re-affirms our endeavor to offer the latest, freshest and hottest entertainment from the US."





PRIME
BIG CBS

**Catch "The Defenders" starting from November 7th 2011, at
9:00pm only on BIG CBS PRIME**

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 is poised to change 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:

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