



MEDIA RELEASE

~ BIG CBS NETWORKS' CHANNELS EXPAND REACH INTO SRI LANKA ~

~ TO LAUNCH WITH ENGLISH LANGUAGE FEED ~

~ DISTRIBUTION DEAL WITH LARGEST OPERATOR - LANKA BROADBAND NETWORK ~

~ SUBSCRIPTION LICENCE FEE MODEL ~

Mumbai, February 5, 2012: BIG CBS Networks, a joint venture between Reliance Broadcast Network Limited and CBS Studios International, announces its expanded reach into the SAARC region, beginning with Sri Lanka. The Company offers to the people of Sri Lanka, its 3 Channel bouquet - BIG CBS Prime, BIG CBS Love and BIG CBS Spark, and will target the 15+ English speaking audiences. The Channels, which consolidate to offer India its No. 1 English entertainment network, will be available in Sri Lanka, across cable platforms and key hotels in the English language. BIG CBS Networks will also evaluate the possibility of dubbing the content in local languages, in the future.

With a GDP of US\$64.047 billion and a growth rate of 6.5%, Sri Lanka is one of the fastest growing economies in the world. It has a youth literacy rate of 98% with the highest literate population amongst developing nations, an indication of a fast growing English entertainment seeking audience. With limited English entertainment options, the BIG CBS Channels are designed to target Sri Lanka's fast-growing, upwardly mobile population.

The channels will be launched on a fixed licensee fee model and will ensure regular and streamlined revenue from the market which will add to the bottom-line of the JV. Also, the same satellite with existing feed being utilized for this expansion ensures no technical cost to the JV.

At start, the Channels will be distributed with the biggest cable operator Lanka Broadband Network and has plans to soon launch across all platforms across the entire SAARC region comprising of Bangladesh, Nepal, Bhutan, Maldives, Pakistan and Afghanistan.

Commenting on the same, **Mr. Vishal Rally, Business Head, BIG CBS Networks** said, "This is a natural extension to make accessible the superlative content library of BIG CBS to audiences in the international markets. With audience demographics similar to those of urban India, we are confident of the Channels doing exceedingly well. As a business model, this is a cost neutral expansion enhancing the JV's profitability."

The wide range of popular CBS content to be offered by the channels will include hits such as Hawaii Five-0, America's Next Top Model, NCIS, Survivor, CSI: CRIME SCENE INVESTIGATION, 90210, Frasier, Everybody Loves Raymond, The Oprah Winfrey Show, Entertainment Tonight and more...

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, 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 targeted at India's fast-growing, upwardly mobile population 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. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. 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 has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

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