

BIG™

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March 14, 2012

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
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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,

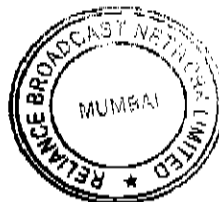
Yours faithfully,

For Reliance Broadcast Network Limited



Gururaja Rao
Company Secretary & Manager

Encl: As above



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MEDIA RELEASE

**DOES YOUR SET TOP BOX BRING YOU THE LATEST SEASON OF HAWAII FIVE-0 ON
BIG CBS PRIME**

**THE LATEST FRESHEST HOTTEST CONTENT CONCURRENT TO THE US
TOP RATING POLICE PROCEDURAL DRAMA, WITH ADRENALINE PUMPING ACTION
WITH AN EXCELLENT MALE AUDIENCE BASE, APT PLATFORM FOR MARKETERS**

Mumbai, March 14, 2012: As India savors exclusive content with the latest-freshest-hottest content from the US, on **BIG CBS PRIME**, the Channel furthers its promise with the announcement of the latest season of **Hawaii Five-0**. The network which recently launched the 'Choose-Your-Set-Top-Box Wisely Campaign, offers consumers the best possible entertainment mix while also educating them on how to choose their set top box basis the entertainment they seek. BIG CBS Prime announces this programming initiative in keeping with its endeavor of equipping the consumers, operators, and its extensive 7 bouquet channel to ride the impending digitization wave.

BIG CBS Prime is all set to launch the latest season of the hit Hawaii based cop show Hawaii Five-0 (Season 2). The smashing series from CBS is a police procedural drama show, currently on-air in the U.S. and will premier in India beginning **March 19th**. The show will air from **Monday to Friday at 9 PM**.

With the excellent audience base and substantiating performance indicators, the Channel already boasts of relevant male eyeballs, making it an extremely effective medium for marketers wanting to reach out to the upwardly mobile men in the metros.

Hawaii Five-0 is a contemporary take on the classic series about a new elite federalized task force whose mission is to wipe out the crime that washes up on the Islands' sun-drenched beaches. Detective Steve McGarrett, a decorated Naval officer-turned-cop, returns to Oahu to investigate his father's murder and stays after Hawaii's Governor persuades him to head up the new team: his rules, her backing, no red tape and full blanket authority to hunt down the biggest "game" in town.

**Catch Hawaii Five-0 Season 2, starting Monday, March 19 at 9 pm only on BIG
CBS Prime**

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.*

