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March 8, 2011

The General Manager
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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

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
Vice President Legal & Company Secretary



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RELIANCE
Broadcast Network
Anil Dhirubhai Ambani Group

Reliance Broadcast Network & CBS Studios International's 2nd Channel, BIG CBS LOVE to go on air from March 21st

~ The ultimate feel good channel for the urban contemporary couple ~

- *Oprah Winfrey, back on Indian television*
- *Latest season of America's Next Top model, sizzles on the small screen*
- *Distribution reaching over 30mm relevant Indian HHs*

March 8, 2011: There's a new destination for couples and it's on your television sets. BIG CBS announces the launch of its 2nd channel BIG CBS Love from March 21st. The channel will see the comeback of the Queen of Talk Shows - Oprah Winfrey, the sizzling latest season of America's Next Top Model, killer comedy show Everybody Loves Raymond and many other hot favourite shows. Positioned as the ultimate feel good channel, it is targeted at the urban contemporary couple, a destination that both a woman and man would enjoy together.

BIG CBS LOVE will feature America's top rated television shows from CBS Studios International. Its excellent line up will see popular & hit shows like The Oprah Winfrey Show & America's Next Top Model, Every Body Loves Raymond, Kings of Queens and more, which promises to get its audiences hooked to its shows.

Keeping with the timing and the occasion of International Women's Day, BIG CBS launched the channel through an esteemed panel of today's contemporary women. The discussion was hosted on Bloomberg UTV and saw the coming together of strong women, like Mini Mathur, Shaina NC, Neetu Chandra, Tannishtha Chatterjee and Punitha Arumugam (CEO, Madison Media Group). The conclusions of this discussion, with the women sharing their views on entertainment that they seek and enjoy, not just alone, but with their partners, set the stage for the need of the channel.

Speaking on the launch, **Aparnaa Pande, General Manager, BIG CBS Networks** said, "We are delighted to announce the launch of BIG CBS LOVE which is going to cater to the entertainment viewing needs of today's contemporary Indian couples. We have paid close attention to the entertainment preferences of our audiences when designing the program layout, and have tailor made it to fulfil programming requirements that they can enjoy as a couple. We're bringing back Oprah and also favourite shows like Everybody Loves Raymond and America's Next Top Model, which we are confident will be lapped by audiences. Through this channel we are providing world class entertainment, as we also underline BIG CBS's commitment to providing the widest selection of quality programming for our viewers."



On day of launch, the channel will already reach **30 Million HHs** across all major digital cable and DTH platforms like **Hathway, In Cable, Digi Cable, DEN, 7 Star, WWIL, ICC, Sun Direct, Reliance Digital, VideoconD3H** and **Airtel Digital TV**. It is also available across many MSOs in smaller centres on their Digital networks, covering overall over 400 cable networks. The Channel will also be available on **AsiaSat3S**, the most widely reached satellite platform across Asia and Australia.

About BIG CBS Networks Pvt. Ltd.:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is poised to change the way English language television entertainment is served to Indian audiences. The JV will initially launch 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 will be targeted at India's fast-growing, upwardly mobile population and will be 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 will offer audiences the latest of CBS's world class and globally successful programming and will be made 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, Experiential Marketing, Out of Home, Digital and Television, 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.

