

February 28, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeeboy 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
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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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BIG CBS Prime now on Videocon D2H

~ The channel strengthens its DTH distribution network ~

February 28, 2011- BIG CBS Networks Pvt. Ltd., the joint venture between India's multi-media entity, Reliance Broadcast Network Ltd. and US's No. 1 television company, CBS Studios International, announces the signing of the deal with one of India's fastest growing DTH companies **Videocon D2H** furthering its DTH distribution network. With an already existent superlative reach across the analog distribution network, this association strengthens its hold in the DTH space.

BIG CBS which has recently launched its first premium English General Entertainment Channel 'BIG CBS PRIME' is already shaking the industry with its quick growth. The other two channels, BIG CBS Love and BIG CBS Spark are also scheduled to launch shortly. With this alliance, Videocon D2H customers can now enjoy the latest, freshest and hottest content with some of the biggest US shows like NCIS, Bellator, Survivor and more with the latest, freshest and hottest content, straight from the US.

Speaking on the occasion, **Mr. Ashutosh, COO, BIG Broadcasting** said, "This deal is perfectly timed. We wish, through this alliance to strengthen our DTH distribution platform. It is our endeavor to reach world class entertainment to the discerning Indian audiences across the country. We already have an excellent analog distribution set up and now with this, we are strengthening our DTH portfolio too."

Mr. Saurabh Dhoot, Director Videocon Group, "With BIG CBS Prime being added to our bouquet of channels, we have enhanced our offerings for our premium customers. Our objective is to give our customers top class entertainment thus providing a global variety. With this channel on board, Videocon d2h customers can get the best of choice content of some of the biggest US based shows, direct into their living room".

BIG CBS PRIME with its strong and appealing content is already entertaining an extensive array of audience through digital cable and DTH platforms like Hathway, In Cable, Digi Cable, DEN, 7 Star, WWIL, ICC, Sun Direct, Reliance Digital, now Videocon D2H and soon to go live on Airtel Digital TV. It is also available across many MSOs in smaller centers on their Digital networks, covering overall over 400 cable networks.

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 entertainment is served to Indian audiences. The JV will see the launch of 3 English Entertainment Channels marking not just RBNL's, but the Reliance ADA Group's entry into the television broadcasting space and CBS Corporation 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 English general entertainment channel, BIG CBS Spark, first international youth entertainment channel and BIG CBS Love, first ever international women's entertainment channel. The channels will offer audiences immediate access to authentic and current CBS programs including some of the most popular television programs in the world. The Channels will be made available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's 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.

