

July 25, 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



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Britain's Next Top Model premieres in India on BIG CBS Love

The new show, airing on 27th July, will showcase 12 ultra-glam supermodels from Britain

July 25, 2011... Sitting aboard a Routemaster London Bus, 12 beautiful girls have started a journey that will transform them into supermodels as they compete to be crowned Britain's Next Top Model. Starting 27th July 2011, the show will air from Monday to Friday at 10 p.m. exclusively on **BIG CBS LOVE**.

Britain's Next Top Model is based on the hit US reality show *America's Next Top Model* this follows the twelve hopefuls through their journey to becoming Britain's newest 'Top Model'. The journey of the beautiful girls will be interspersed with tears and tantrums as each girl attempts to claw her way to the top. The international destination was Milan, Italy. The 12 young participants have been judged by **Marie Helvin**, **Jonathan Phang** along with former super model **Lisa Butcher**, who is also the host of the show.

In the first episode of the season, the 12 gorgeous girls are taken to meet their host for the competition, Lisa Butcher. They also meet their stylist **Hilary Alexander** and their personal trainer, **Gideon**. They proceeded to Leaden Hall Market for a runway walk and later have dinner with Lisa in a restaurant for having a toast.

The following day, they wake up to have bikini waxes and then they are off to the catwalk training with Angela Dunn at Heaven where an argument breaks out between Anne and Tashi. Anne was criticized and she was struggling during the catwalk. Edwina won the challenge and took Naomi and Marina onto a limousine and proceeded to London Eye to receive a massage.

Britain Next Top Model offers instant stardom for the winner of the show. The prize is a contract management and representation from Models 1, a contract with Ruby & Millie cosmetics, and a fashion cover for *B Magazine*. In addition, the winner had another contract management from Beatrice Models in Milan.

Watch these beautiful girls transform their lives and careers towards superstardom on Britain's Next Top Model, Mon-Fri at 10.00 p.m. only on BIG CBS LOVE!



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, and Out of Home 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.*

