

Press release

Reliance Broadcast Network Limited announces the 'Big Regional Entertainment Awards'

~ India's first ever Regional Entertainment Awards, spread across 4 Regions~

Mumbai, March 15, 2011: Reliance Broadcast Network's live entertainment arm **BIG Live** basking in the lineage of its national, extremely successful properties like the BIG STAR Entertainment Awards and the more recently concluded BIG STAR IMA Awards, is all set to take on the regional entertainment space. The Company announces, the biggest entertainment extravaganza – '**BIG Marathi Entertainment Awards**', '**BIG Punjabi Entertainment Awards**', '**BIG Tamil Entertainment Awards**' & '**BIG Kannada Entertainment Awards**'. Backed with its extensive network of its radio division 92.7 BIG FM with its trained personnel spread across the regions and its deep understanding of the entertainment industry, the business is set to take the regional entertainment industry by storm and step up the excitement quotient. The '**BIG Regional Entertainment Awards**' will celebrate the enormity of talent and diversity the region has to offer. The entertainment properties are slated to be hosted across the 4 regions over the months of March and April 2011.

The first-ever '**BIG Regional Entertainment Awards**' will bring together the biggest names from each of the industries for their respective events to honor the best entertainers across the fields of television, music, movies, sports and theatre. Each of the industries - Marathi, Punjabi, Kannada & Tamil are rich in each of these entertainment offerings and deserve recognition and applaud for the work that they do. The award will have eminent personalities from the respective fraternities as the respected jury members, to ensure unbiased results.

A key highlight of the awards will be the **BIG sports personality of the year** and **BIG dancer of the year**.

Conceptualized and marketed by Reliance Broadcast Network Limited's live entertainment arm BIG Live, the '**BIG Marathi Entertainment Awards**' will be promoted extensively across the media verticals of Reliance Broadcast Network Limited - **92.7 BIG FM** (radio division) and **BIG Street** (out-of-home division).

Commenting on this initiative, **Mr. Rabe .T. Iyer, Business Head, BIG Live and BIG Street** said, "*BIG Regional Entertainment Awards' are the only IP properties that celebrate regional talent across their respective diverse genres. This entertainment extravaganza will create a unique platform of excellence, while salute outstanding talent for their contribution to the respective regional entertainment industry. The glitterati event will especially appeal to the regional belt of each of the regions and will set a milestone within each regional entertainment industry. This is just the beginning, and in the coming months, we aim to launch several regional entertainment awards to recognize talent from across the country.*"

Witness the excitement, celebrations and accomplishments with 'BIG Regional Entertainment Awards'

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands.

92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week.

BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.

BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India.

BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.

All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.

For more information, log on to: www.reliancebroadcast.com