

RELIANCE BROADCAST NETWORK AND RTL GROUP NAME JV CHANNEL 'THRILL'

POSITIONED AS THE FIRST ACTION ENTERTAINMENT CHANNEL

CHANNEL SLATED TO LAUNCH BY END OF Q1FY12-13

EXCITING, ACTION PACKED AND ELECTRIFYING ENGAGEMENT ON TELEVISION

POISED TO ADDRESS THE VOID IN THE ACTION SPACE, SERVING THE BEST OF INTERNATIONAL ACTION SHOWS TO THE MASSES, IN HINDI

MARKS RTL GROUP'S ENTRY INTO THE INDIAN TV MARKET; RELIANCE GROUP'S 2ND INTERNATIONAL JV

Mumbai, April 30, 2012... BIG RTL, the television joint venture between Reliance Broadcast Network and RTL Group, names its soon-to-be-launched action channel '**THRILL**'. The thematic action, positioned as the first action entertainment channel, is the result of a detailed audience mapping and insight mining among Indian audiences to determine entertainment need gaps. The joint venture channel will address this need gap and serve the very best of international content from across the globe, dubbed in Hindi. The Channel is slated to launch by the end of the Q1FY12-13.

With several options to choose from, the internal team set out to test names with the potential core target group: male audiences across metropolitan and non-metropolitan areas in the Hindi-speaking markets. With focus groups spread across the country and moderators mapping feedback closely, **THRILL** emerged as the hands-down winner for the name for the channel. The name is easily comprehensible across all social strata and encapsulates the core values of the channel - 'daring', 'action-packed', 'electrifying', 'sporty', 'challenging' and 'adventurous'. Males looking for entertainment that gives them an adrenaline rush found **THRILL** the most befitting name for the channel.

The core viewers of the channel would be **THRILL** seeking males in the age group of 15-44 years, who are action and adventure lovers.

As part of the plan to offer a diverse programming mix, the channel has signed strategic deals with various leading international content providers for successful global formats and series across a variety of genres: **action reality, action thrillers, fighting and wrestling championships, shocking, never seen before films, extreme sports, late night entertainment** and a robust library of hit Hollywood **action movies**, all dubbed in Hindi.

Speaking on the occasion, **Mr. Tarun Katial, CEO, Reliance Broadcast Network Ltd.** said, "We are excited to offer India its first action entertainment Channel, **THRILL** which will showcase world-class international content, dubbed in Hindi. The channel fills a need gap that exist in the entertainment landscape and we are confident that our proposition, backed by consumer insights, will resonate excellently with viewers and marketers alike."

BIG RTL has already teamed up with Reliance Digital TV, India's leading direct-to-home service provider, to distribute **THRILL**, giving the channel access to 30 lakh digital television homes across India and the Channel is in the process of closing deals with other operators. This partnership marks the beginning of the quest to extend **BIG RTL**'s top-of-the-line content to maximum audiences across the country. **Thrill** will be distributed as part of a 7 Channel robust bouquet of Reliance Broadcast which includes **BIG CBS Prime, BIG CBS Love, BIG CBS Spark, BIG CBS Spark Punjabi, BIG MAGIC** and **UTV Bloomberg**.

The present joint venture marks RTL Group's entry into the burgeoning Asian television market and is Reliance Broadcast Network's second international joint venture, following on the heels of its successful joint venture with CBS Studios International.

Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has BIG STREET – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

About RTL Group

RTL Group is the leading European entertainment network, with interests in 46 television channels and 29 radio stations in nine countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain – the company also has interests in National Media Group in Russia. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,200 hours of programming across 58 countries.