

MEDIA RELEASE**BIG MAGIC INTERNATIONAL STRENGTHENS REACH IN CANADA, ENTERS STRATEGIC DISTRIBUTION TIE-UPS WITH TELUS, COGECO****REACH EXTENDS TO VIEWERS ACROSS CANADA**

India, Mumbai, February 18, 2013: BIG MAGIC International (BMI), part of Reliance Broadcast Network Ltd. (RBNL), announces a strategic distribution tie-up with cable distribution leaders - TELUS, COGECO, providing the largest coverage in Canadian markets, this additional distribution on Cogeco and TELUS sees BMI gain an unbeatable stronghold in Canada. Having launched in 2012, with Ethnic Channels Group (ECG) as its exclusive distribution partner, the Channel is now present in 5 of the 6 platforms, across GTA, East and the West Coast.

With this move, BMI reaches out to the South Asian diaspora living across the length and breadth of Canada, with the extremely popular shows like *Rasoi ki Rani* and *Big Memsaab* Season 6, already huge hits locally in India. Also planned in the pipeline are local shows targeting youth and a business show on the Success Stories of Indians in Canada.

The unity with **TELUS, COGECO together comprises of the largest cable TV network across Canada**, covering 5 of the 6 national platforms in Canada. This gives BMI unprecedented reach and viewers get a share of the popular and entertaining variety shows.

TELUS Optic TV covers Vancouver, British Columbia, Alberta, Edmonton and Calgary on the West Coast. It will beam on Channel 556 and free viewing at a \$5 add-on.

COGECO will serve the areas of Hamilton, Burlington, Oakville, Milton, Stoney Creek, Burloak, Brockville, Niagara Falls, St. Catherine, Peterborough, and Windsor among others in the Ontario region on Channel 1084. This in effect will cover the East Coast of Canada. BIG MAGIC will be offered to viewers here as a package, with channels included being ATN, Zee Cinema, BIG MAGIC, Aaj Tak and Headlines Today. This will be available to viewers for \$25 per month.

BMI is the first variety Entertainment Channel to connect with the Indian community in Canada.

Commenting on the development, **Mr. Soumen G. Choudhury** said, "We are happy to announce further penetration of the channel, through the launch on Telus and Cogeco. This will ensure that our shows that have seen popularity in India, grow global and entertain the viewers internationally too. Our partners, ECG have done a commendable job, giving us an increased penetration through their existing relationship with platforms across Canada."

"While our audiences grow, we need to meet the demands of every segment of our viewers. With BIG MAGIC International, we cover the most engrossed and interactive audience of South Asians, especially Indians", said **Hari Srinivas, President ECG**.

"We are delighted with the continuing growth of BIG MAGIC International in Canada" added **Slava Levin the Co-founder and CEO of Ethnic Channels Group**.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

About Ethnic Channels Group Limited:

Ethnic Channels Group is the leading provider of non-English language digital TV channels to Canada's multicultural population. By selecting the best channels from around the world and delivering them directly to viewer's homes via a Licensed Canadian satellite and/or cable providers, Ethnic Channels Group provides essential entertainment and information services to non-English speakers throughout Canada.

From its state-of-the art broadcast facility in Toronto Ethnic Channels Group delivers the very best of programming available from the countries of origin spiced with locally produced foreign language shows. This combination creates a service that meets the diverse needs of today's immigrant population, which is underserved by mainstream media sources. Ethnic Channels Group specializes in providing Canadian émigrés with the highest rated and most respected TV channels from their native homeland, broadcasting news, current affairs, sports, drama series, movies and general entertainment in their native languages. Ethnic Channels Group provides these services at the most affordable price so majority of people can enjoy this link to their homeland and cultural heritage.