



MEDIA RELEASE

BIG CBS LOVE TO LAUNCH NEW TEENAGE DRAMA SERIES 'LIFE UNEXPECTED' STARRING BRITT ROBERTSON OF SCREAM 4 FAME

CHANNEL TO PROMOTE THE SHOW EXTENSIVELY ON DIGITAL AND SOCIAL PLATFORMS

SHOW PREMIERES ON NOVEMBER 12TH 2012 AT 10PM ON BIG CBS LOVE

Mumbai, November 8, 2012: **BIG CBS LOVE**, the ultimate diva destination is all set to launch its new, upcoming show **Life Unexpected**. The popular American teenage drama series will **premiere on November 12th, 2012**. Over the course of the upcoming weeks, BIG CBS LOVE will air **two seasons** of this **one hour show**, which has been nominated for a number of global teen choice awards. **Life Unexpected will be telecast every Monday to Thursday at 10 PM on BIG CBS LOVE.**

Life Unexpected is the story of a 15-year-old girl, **Lux** – played by Britt Robertson of *Scream 4 Fame*, who has been living with foster parents and traces her journey as she attempts to reconnect with her estranged birth parents. On her 16th birthday, Lux, takes the final leap to adulthood as she decides to get herself emancipated and contacts her biological parents only to discover that her father, **Baze**, did not know about her existence and that her mother, **Cate**, is a the star of a local morning radio show. However, luck isn't on Lux's side as the judge deems her unsuitable for emancipation and grants temporary joint custody to her birth parents. What follows thereon is the delayed attempt that Lux's parents undertake to give Lux the family she deserves.

Given that the show is a teenage drama series, the promotional strategy is targeted at the urban women who are heavy users of multiple digital and social media platforms. The show will be promoted extensively online as BIG CBS LOVE creates and sustains buzz for the content that is being aired.

Speaking about **BIG CBS LOVE's new show Life Unexpected**, a **channel spokesperson** said, "With *Life Unexpected*, we continue to showcase to showcase quality international content which is sure to be a hit with the viewers. Through this new show, we are providing marketers and advertisers with a brand new platform to reach out to the urban women, especially teenagers."

Life Unexpected premieres on BIG CBS LOVE on Monday, 12th November, 2012 and will air every Monday to Thursday at 10PM.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, 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 targeted at India's fast-growing, upwardly mobile population are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, the ultimate music destination and BIG CBS LOVE, the Diva destination. 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. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. 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 has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, 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

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