



MEDIA RELEASE

BIG CBS Launches BIG CBS Prime on AsiaSat 3S The First of its Three English Entertainment Channels across Asia Pacific

Hong Kong, 9 December 2010 – BIG CBS Networks Pvt. Ltd. has launched BIG CBS Prime, the first of its three new English entertainment channels on AsiaSat 3S, Asia's premium broadcast satellite operated by Asia Satellite Telecommunications Co. Ltd. (AsiaSat).

BIG CBS Prime is a premium general entertainment channel that will soon be followed by two channels BIG CBS Spark, an international youth entertainment channel and BIG CBS Love, India's first ever women's entertainment channel, planned for launch in the next few months. These channels are broadcast in English programming hit series from the #1 US broadcaster, CBS, and drawing content from the rich library of CBS Studios International. BIG CBS Networks' target audience is the rapidly growing young, upwardly mobile segment of the Indian population.

"We are excited to be leading the English television entertainment in India with the launch of BIG CBS Prime on AsiaSat 3S. AsiaSat 3S is a superior distribution platform for the Indian media market. It will offer us unprecedented access to all targeted cable networks and pay platforms in India, and across South Asia, that enables us to achieve a rapidly growing viewership in the region," said **Ashutosh, COO of Reliance BIG Broadcasting Private Limited.**

"We are pleased to continue to attract a growing array of high-profile broadcasters using our satellites to distribute programming to multiple markets across Asia. AsiaSat is proud to host this high quality and comprehensive programme neighbourhood comprised of more than 80 premium TV channels catering to the South Asian market. With the addition of BIG CBS, AsiaSat 3S is without a doubt the leading satellite platform for South Asia," said **William Wade, Chief Executive Officer of AsiaSat.**

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About BIG CBS Networks Pvt. Ltd.

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is poised to change the way English entertainment is served to Indian audiences. The JV will see the launch of 3 English Entertainment Channels marking not just RBNL's, but the Reliance ADA Group's entry into the television broadcasting space and CBS Corporation entry into India.

The themed channels targeted at India's fast-growing, upwardly mobile population are branded BIG CBS Prime, a premium English general entertainment channel, BIG CBS Spark, first international youth entertainment channel and BIG CBS Love, first ever international women's entertainment channel. The channels will offer audiences immediate access to authentic and current CBS programs including some of the most popular television programs in the world. The Channels will be made available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's 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. For more information, please visit <http://www.bigcbs.com>

About AsiaSat 3S

AsiaSat 3S is a Boeing 601HP satellite launched in 1999, with 28 C-band and 16 Ku-band transponders. Its C-band footprint covers over 50 countries and regions in Asia, the Middle East, Australasia and the Commonwealth of Independent States. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as an in-orbit steerable beam currently positioned over Australia.

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E and AsiaSat 5 at 100.5°E. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 500 television and radio channels are now delivered by the company's satellites, reaching over 96 million households, with more than 360 million viewers across the Asia-Pacific region. AsiaSat also provides operators and end users telecommunications services such as voice networks, private VSAT networks and broadband multimedia services. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit www.asiasat.com

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