

Movies to IPL Matches your "Ticket to Cricket"

BigFlicks and Willow TV come together to give access to IPL matches~ www.broadband.bigflicks.com, the Video-on-Demand website of BigFlicks.com, India's largest online and offline movie rental service, and Willow TV, Inc., the world's leading portal for live Internet streaming of major international cricket, come together for the most anticipated event of the year, the Indian Premier League series to avail your access to the match (s) of your choice with Ticket to Cricket offer. The joint offer started from April 18, 2008 and will run until the finals of the IPL on June 1, 2008 and will be available all customers in the Americas.

Mumbai, Maharashtra, April 29, 2008 /India PRwire/ -- www.broadband.bigflicks.com, the Video-on-Demand website of BigFlicks.com, India's largest online and offline movie rental service, and Willow TV, Inc., the world's leading portal for live Internet streaming of major international cricket, come together for the most anticipated event of the year, the Indian Premier League series to avail your access to the match (s) of your choice with **Ticket to Cricket** offer. The joint offer started from April 18, 2008 and will run until the finals of the IPL on June 1, 2008 and will be available all customers in the Americas.

To avail of the **Ticket to Cricket** offer, customers need to download/rent a movie from BigFlicks and receive a gift coupon code for watching IPL matches on Willow TV's portal at <http://www.willow.tv>. The price for movie downloads start at \$4.49. Customers receive one gift coupon with one movie download for \$4.49, three gift coupons with a movie download between \$4.50- \$9.99, and five gift coupons with a movie download between \$10.00 - \$14.99. Customers will receive their gift coupon by email from Bigflicks.com within 24 hours of their movie purchase. Gift coupons may be redeemed for viewing any of the IPL matches being offered on <http://www.willow.tv>.

Speaking on the alliance with Willow TV, Mr. Kamal Gianchandani, COO, BigFlicks, said, "Willow TV is the world's leading portal for live Internet streaming of cricket worldwide and has recently bagged the rights in the Americas to broadcast IPL for five years. Cricket and Bollywood are the most coveted brands and the hottest selling content today across the globe. Our partnership with Willow TV will not only widen the gateway to the most action packed events of 2008 but also enhance the gamut of entertainment with movies to matches, thereby reaching the vast audiences who are not only cricket fans but also cinema lovers in these countries."

Willow TV's President, Sameer Mehta, said "Willow is committed to provide customers with the most compelling content. The Willow/BigFlicks partnership combines premium cricket content with top-notch Bollywood content. We have brought these two offerings together with simple, easy-to-use and affordable packages that we trust that our customers will enjoy to the maximum."

Notes to Editor

About Willow TV

Willow.TV is the world's leading portal for live Internet streaming of all Cricket events worldwide, and has been providing live streaming video of every major cricket series since 2003. Willow.TV provides subscribers with an unparalleled viewing experience with enhancements such as live interactive scorecards and high bandwidth video streams as well as mobile and IM offerings. Willow TV, Inc. has acquired from the World Sport Group (WSG) the exclusive rights in a five-year deal to distribute on television, radio, broadband and internet the Indian Premier League in North America (including the United States and Canada), Mexico, Central and South America and the Caribbean.

Willow.TV is headquartered at 1287 Anvilwood Ave, Sunnyvale, CA 94089, with offices in Bangalore, India.

About Bigflicks.com

To garner the opportunity galore in the digital entertainment space, Anil Dhirubhai Ambani Group, (ADA Group) has launched yet another ambitious venture – Bigflicks.com – offering the biggest, widest library of films, music and Indian entertainment content ranging from Hindi, English to Vernacular that will be available through its broadband services at attractive prices by providing premium quality entertainment at par with international standard benchmarks.

With the aim to reach out to Indians of all age groups the world over, as the one entertainment hub to provide cutting-edge, world class digital content from the world of movies, TV serials and music, Bigflicks.com will provide a legitimate access to biggest range of Indian entertainment spanning across languages and genres available for download to own and streaming at affordable price points.

Big Flicks is India's largest online and offline movie rental service, offering access to over 15000 titles in its rental division and close to 1000 titles in its broadband division (www.broadband.bigflicks.com). Big Flicks offers the biggest range of premium quality Indian entertainment spanning across 12 languages in India. Recently, Big Flicks forayed into the retail business with the launch of DVD stores in 6 cities namely, Mumbai, Delhi, Bangalore, Pune, Hyderabad and Chandigarh. The company expects the store

tally to touch 500 by end of this fiscal with RWorld stores bringing in the support with 100+ BigFlicks stores in shop-in-shop format in top 10 cities across the country.

Highlights of BigFlicks

- One membership works all over India, so one can use the membership online at www.bigflicks.com and across all BigFlicks stores in India
- Watch unlimited movies
- Access to vast Indian and international content
- Order movies from our BigFlicks store, at our website and via phone
- Free delivery and pick up of movies at your doorstep
- No due dates
- No late fees
- Get unlimited movies throughout the month of your subscription plan
- Upgrade or downgrade the plan as per your needs
- Pause and resume membership anytime

Genres @ Bigflicks.com

- Besides Hindi and English, the website will be one-of-its kind to offer a variety of regional content in Tamil, Telugu, Malayalam, Kannada, Marathi across multiple movie genres of all eras – from old to the latest
- Downloads of TV content and music

International technological alliances @ Bigflicks.com

- To maximize the users' experience and save on their time and bandwidth, Bigflicks.com has partnered with **Entriq**, a company which provides content protection service through Digital Rights Management (DRM), issues end licenses on downloadable content and provides access control to prevent misuse of content. The content serving platform of Entriq is a download manager platform which allows the user to download movies from the BigFlicks.com. The innovative progressive downloading feature of this application allows users to download and watch movies at the same time. 10 minutes into the downloading process, a user can start watching movies while the download progresses.
- Appointed **Limelight Networks**, the world's leading content delivery network for digital media, as the exclusive

provider of streaming content delivery services for Bigflicks.com that will enable the site to deliver its vast library of full length Indian movies, music videos, TV shows, documentaries, and other premium video content via the Internet to a global audience

Distribution @ Bigflicks.com

- Three modes of distribution:

o The online movie download service for the NRI and PIO market enabling users to download or stream Indian entertainment content via the internet

o The online mail order service for the Indian market, providing users with the ability to enjoy the conveniences of premium quality movie entertainment from the comfort of their homes

o Physical presence of the brand in the form of its retail stores to enable users to experience and access movie entertainment of their choice.

- Two models of online movie downloads:

o In the streaming model, the content (including films/songs) is available for free viewing. A user with a fast broadband connection can view them instantly

o The other is download to own model where downloads are available for a fee of anywhere between \$2 and \$9

Differentiating Features @ Bigflicks.com

- The quality of titles downloaded from or streamed on Bigflicks.com is of a much superior quality and higher definition to ensure complete customer satisfaction of the product delivered

o Download at bit rates of 1500 kbps, which is higher than even most of the international benchmark sites as well and

o Offers free streaming content at a speed of 800 kbps as compared to its closest Indian competitors who offer streaming at just 512 kbps

- Buy and rent video legally allowed on three PCs

o Users can watch a movie on one PC and make copies on three other PCs , Burn movies to DVD and one can also with the right equipment may connect your PC to your TV.

- Despite the high cost of offering downloads at 1.5 mbps, Bigflicks.com still prices its titles for as low as \$2 up to \$9

- Very soon the downloaded content could be transferred into mobile or an iPod besides offering premium quality DVD content without the retailer and wholesaler margins at a competitive price

- Bigflicks.com downloadable content can be viewed in as soon as 10 minutes. The file to be downloaded can be chosen and watched at one's convenience, on a device best suited to his/her purpose

Bigflicks.com seeks to expand its business beyond the Indian diaspora by offering its subscribers, especially in North America, UK, Canada, Middle East, South East Asia, Europe, and Australia, with a vast, ever-expanding library of quality video entertainment content with the aim to become the ultimate destination for every entertainment-yearning Indian across the world.

For more information, please contact:

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