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WirelessDevNet.com Press Release

## Reliance's Big Entertainment's Mobile Unit Jump Games Retains VSC Consulting and EthnikPR

San Francisco, CA - October 14th, 2008 VSC Consulting, an award-winning, strategic public relations and digital marketing boutique, today announces that the firm along with its sister agency, EthnikPR, have been retained by Jump Games—a Reliance Big Entertainment Company—to handle public relations efforts in North America. Both agencies are well respected for their unique and innovative approach to PR and media relations, as well as connecting clients with key players and influencers within the Silicon Valley community.

"Partnering with VSC and EthnikPR, has provided the perfect launchpad for Jump Game's US operations announcements," said Salil Bhargava, CEO of Jump Games. "They were able to lay out a very targeted and strategic plan to announce our entrance into the U.S. market, and their execution of that plan, including the coordinated outreach to North America and South Asia press was flawless. Jump is looking forward to a successful relationship with VSC and I would certainly recommend them for any mobile, entertainment, or technology company looking to do business in either region."

"Being able to work with high profile companies such as Reliance Big Entertainment and Jump Games is a great pleasure for us, and we intend to deliver every step of the way," said Vijay Chattha, Chief Talker of EthnikPR and its parent agency. " While we certainly view the launch as a huge success, we understand that it's just one step of the process in creating value over the long term. We look forward to continuing to build momentum for Jump Games to serve that end, and expanding our capabilities to better service our growing roster of premiere clients."

According to PR Week Magazine, VSC is ranked among the top boutique agencies in the United States and has won 16 awards for its work in consumer technology, mobile, gaming, and advertising. With strong relationships across wireless, entertainment and technology sectors, VSC continues to drive awareness and visibility for its clients, including coverage in today's top business and consumer outlets: The Wall Street Journal, The New York Times, CNN, BusinessWeek, AdAge, Forbes, Red Herring, MTV, Moconews, Wireless Week, GameSpot, IGN, The San Jose Mercury News, The Washington Post, Crain's New York, The San Francisco Chronicle, Associated Press, Reuters, Financial Times, as well as coverage on ABC, NBC and CBS, and in many other targeted trade media

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outlets.

EthnikPR, an award-winning public relations firm and digital marketing boutique, is primarily focused on the South Asian American (SAA) consumer, a community that is 2.9-million strong in America with the highest disposable income of any other U.S. demographic. The company currently works with several high profile organizations in industries ranging from education, law, technology, digital media, and consumer products.

Reliance Big Entertainment Pvt. Ltd. (RBEL) is the flagship media and entertainment company of Reliance Anil Dhirubhai Ambani Group. RBEL's initiatives are into the following principal verticals - a) Filmed Entertainment, b) Broadcasting and c) Internet and New Media. The filmed entertainment vertical comprises of film production, distribution and exhibition. Currently, it has the largest slate of films under various stages of production and has tied up frontline talents from Indian film industry. It also recently entered into a slew of development deals with a no. of Hollywood based production houses promoted by leading Hollywood talents. RBEL owns the largest exhibition chain in India and also has recently acquired 250 screens in US and 51 screens in Malaysia. It has recently acquired controlling stake in Big ND Studio, a premier studio infrastructure known for its quality. Apart from these, RBEL has also ventured into Music & Home Video, Animation, Special Effects and Digital Restoration & Enhancement business. It has recently acquired the iconic Lowry Digital Images, the Digital Images Business of US-based DTS Inc. In the broadcasting space, RBEL has set up the largest FM radio network in India with 44 stations and also a station in Singapore. In television broadcasting, the company has ambitious plan to launch a bouquet of channels comprising of General Entertainment, Film, Business, Kids, Music, News and other niche channels.

In the new media space, RBEL has already launched a number of ventures - Zapak (zapak.com) - India's number one gaming portal, BigAdda (bigadda.com) - India's fastest growing social networking platform, BigFlix(bigflix.com) - online and offline movie rental and movie download business, and Jump Games - a mobile entertainment venture.

Jump Games is a leading publisher and developer of mobile games. Distributed across the US, Europe, South Africa, Australia, the Middle East and Asia, Jump's games can be accessed and played on leading networks in more than forty countries worldwide. The company has exclusive global licenses to create and distribute games for some of the world's leading brands like Manchester United Football Club, Virgin Comics, and Honest Entertainment (Fido Dido).

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