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For Immediate Release:

Meals. Movies. Masti at Bookmyshow.com **~ Buy a McDonald's meal and win FREE YEAR LONG MOVIE TICKETS ~**

Mumbai, 2nd February 2011: A hearty meal should always be followed by a good movie! Those who believe in this mantra, here is an offer you can't resist! For all film fanatics and foodies, Bookmyshow.com, India's fastest growing and largest entertainment ticketing website, and McDonald's India, in association with VISA bring an irresistible, wallet-friendly offer - **Meals. Movies. Masti**; eat to your heart's content, treat yourself to Movies and have lots of Masti! All you have to do is grab your favourite McDonald's meal (Except Breakfast Meal) and you get a chance to win free movie tickets for the Whole Year, by using your VISA Debit or Credit Card!

Buy a McDonald's meal to get an 'offer coupon', which also entitles you to an assured discount of Rs. 100 on your next purchase of two or more movie tickets on Bookmyshow.com, by using your VISA Debit or Credit Card.

To avail this offer, one has to SMS the code mentioned on the 'offer coupon' to **51818**. A 16 digit unique "WINPIN code" will be sent as response via an SMS. This WINPIN, when entered on the payment page of the website under the "Exciting Offers" section, will entitle a customer to avail a discount of Rs. 100/- on the purchase of two or more movie tickets using the Visa Debit or Credit Card. That's not all... **1500 lucky winners** chosen by Bookmyshow.com will stand a chance to win 24 movie tickets FREE for an entire year!

Commenting on the promotion, **Mr. Ashish Hemrajani, Founder & CEO-Bigtree Entertainment**, said, "Movies and food are the all time favorite indulgence of Indians across all strata of society. Acknowledging this fact, we decided to club these quintessential elements of Indian culture to give our patrons an exciting combo to start the year 2011 with. At Bookmyshow, we always provide the best of innovative and easily accessible entertainment opportunities. Our partnership with McDonald's and VISA emphasizes our commitment to provide movie buffs and foodies the 'best in class' entertainment options."

Commenting on the promotion, **Mr. Rameet Arora, Sr. Director Marketing, McDonald's India**, said, "Cinema is a religion in India and McDonald's is delighted to present its patrons with an exciting offer, wherein they will not only enjoy their favourite meal but also have a chance to be thrilled with the experience and entertainment of movies".

This offer is available at all McDonald's restaurants across West & South of India till February 18, 2011. 1500 lucky winners entitled for 24 movie tickets a year will be selected from West & South (except Kolhapur and Tamil Nadu). So grab your meal and let the movie magic begin!

For more information o the offer log on to
<http://in.bookmyshow.com/static/offertc-mcdonaldstc.bms>

About Bookmyshow.com:

Bigtree Entertainment has been invested by the Network 18 group. Bigtree Entertainment's Bookmyshow.com is India's largest e-ticketing website and holds a 90% market share in the online entertainment ticketing space, being the only destination for movie and non-movie options like concerts, plays, events and sports. Today with offices in India, New Zealand and Malaysia, Bookmyshow.com aims to present their clientele with endless options to purchase concert tickets, movie tickets, tickets for plays, stand up acts, sports and more. The transaction, secure and quick, can be via the web, mobile applications, on the WAP or the call center (39895050). Bookmyshow.com also has social media presence and regularly interacts with their customers on both Facebook and Twitter, announcing latest releases, giving away freebies, free screenings, etc. on Twitter and Facebook. Bookmyshow recently also launched its Prebook Application on Bookmyshow.com and on Facebook - "Ticket Buddy" - which lets users book tickets for highly awaited films, even before their plans open in cinemas.



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About Network 18:

Network18 [BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet player - Web18, as well as one of India's leading real time financial information & news terminals - Newswire18. TV18 has recently expanded into print with Infomedia18, a newly formed entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and has launched 'Colors, a Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18 and its full spectrum events management venture, E18.

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