



Catch the biggest season of Cricket only on Neo Cricket

Delhi, 12th September, 2008: NEO Cricket, the 24x7 cricket centric channel, is all set to bring Indian cricket's biggest season. Beginning in September, cricket enthusiasts will experience back-to-back cricketing action only on NEO Cricket.

The cricketing action begins with the A team tri-nation series which from 15th-17th Sept with India A, Australia A and New Zealand A , next we have the Irani Cup starting on 24th September, 2008 where Ranji Trophy Winners - Delhi will take on the Rest of India 2008. This Cup will prove to be a very exciting event as all the top Indian players will be playing for the Cup. Next in line is the ever-popular India vs. Australia Test series, which starts on 9th October, 2008 and goes on till 10th November, 2008. The final leg of this season will let India and England battle each other with a feast of ODI's and Tests starting 14th November, 2008 and going on till 23rd December, 2008.

Abhishek Verma, Head – Marketing & Communications, NEO Sport Broadcast, says, "NEO Cricket truly brings a magnificent season for the Indian cricket fan with the T20 Champs (India) battling the ODI champs (Australia) for the title of the world's best team followed by a very competitive ODI and Test series with England, viewers cannot expect better cricket than this one."

For India vs. Australia, viewers shall get to see our boys slug it out with the Aussies in 4 thrilling test matches and will get all their cricketainment needs catered to during the series thanks to various properties on Neo Cricket entertaining them non stop.

Said Mautik Tolia, EVP – Programming, NEO Sports Broadcast Pvt. Ltd, "The biggest season of cricket is upon us and NEO has lined up the biggest experts and a marathon line up of programmes – a veritable 'Cricketthon' with round the clock coverage of the cricket series which will keep the audiences truly 'cricketained'.

During the cricket season, viewers will be able to get match updates and behind the scenes action on 'Sportszone'. It is the viewer's turn to play the cricket expert and air their views and opinions on our interactive dial in show 'Dial C for Cricket'. Playback- the highlight show will be Neo's highlight show with a twist. It will get the viewers a chance to catch up on the action that they have missed through the day. Catch legends Mohinder Amarnath and Ian Chappell in the studio with Radhakrishnan Sreenivasan analyzing the ups and downs of the game and giving their expert comments on Extra Cover. Archana Vijaya will host the 'Tour Diary' bringing the lighter side of the game to the fore. A 'dream' commentary team of the best legends of the game like Sunil Gavaskar, Ravi Shastri, Alan Border, Brendon Julian, Mark Nicholas and L Siva will take the viewers through the proceedings of the game.

Fans can expect more as after this starting from 14th November, 2008 is the seven match ODI series against England. Javagal Srinath and Englishman Graham Thorpe continue the excitement as guests on *Extra Cover*. Sunil Gavaskar, Ravi Shastri, Ian Botham, David Lloyd, Nick Knight and L Siva are the star commentators for the series.

The final leg will have India and England battle each other with a two match test series, which will start on 11th December, 2008 and end by 23rd December, 2008. Mohinder Amarnath will be back on *Extra Cover*, this time accompanied by England's former test captain Allan Lamb. The matches will also see the return of commentators Sunil Gavaskar, Ravi Shastri, Ian Botham, David Lloyd and L Siva with the addition of Mike Atherton.

So, for an exhilarating end to 2008, get glued to NEO Cricket.

About NEO Sports Broadcast

Neo Sports Broadcast Pvt. Ltd. owns and operates two channels namely NEO Cricket – a leading 24x7 cricket entertainment channel and NEO Sports – an all sports channel.

NEO Cricket has the exclusive broadcast rights for all International and domestic cricket played in India. It also has exclusive broadcast rights for International cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series. In 2008 NEO Cricket will broadcast a minimum of 6 International cricket series including four featuring India, adding up to nearly 200 days of live cricket.

In addition, NEO Cricket airs Cricketainment shows, three of which are daily shows such as Dial C for Cricket, Sportszone and Encounter.

NEO Sports holds the exclusive rights to top drawer football (Italian Serie A and Bundesliga), Tennis (WTA Tour & select ATP tournaments), Golf (US PGA Tour), Badminton (IBF Thomas & Uber Cup, BWF Super Series), Beach volleyball (AVP World Series).

Additionally NEO Sports airs a host of leading sports magazine shows.

For further details contact:

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