



NEO Sports brings Davis Cup to India

~ All set to telecast India vs. Romania matches ~

Mumbai, 17th September, 2008: This September, Indian tennis fans need to gear up for one of the most anticipated competitions in international tennis – the Davis Cup. NEO Sports is all set to telecast the India vs. Romania tie, which is being played from 19th to 21st September, 2008.

The clay court matches are being played in Clubul Sportiv Progresul in the Romanian capital Bucharest. The matches are World group play-offs and if India beats Romania, they will enter the World Group after a decade. The Indian team comprising Leander Paes, Mahesh Bhupathi, Prakash Amritraj and Somdev Dewarman, have some tough games ahead of them as clay courts are not India's strong point. The Romanian team, ranked at number 14, has players like Victor Hanesu, Adrian Cruciati, Victor Crivoi and Horia Tecau. India, ranked at number 24, has reached the Davis Cup final thrice in the past as has Romania.

This shall make the matches all the more exciting for the viewers and NEO Sports will be bringing the action LIVE to them.

Says Mautik Tolia, EVP – Programming, NEO Sports Broadcasting Pvt. Ltd., "NEO Sports has brought the most premium live sporting action to its viewers. With Davis Cup being a very fiercely fought competition, we wanted our viewers to get a chance to see high quality, fast paced tennis action."

The Davis Cup 2008 telecast is definitely special as it is for the viewers because this is the first time since 2005 that India has entered the play-off round. Also, the fact that India fights against old adversaries Romania makes the matches very crucial.

So tennis lovers, in addition to Indian sports fans, now know that NEO Sports is the channel to tune in to in the third week of September.

About NEO Sports Broadcast Pvt. Ltd.

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 4 featuring India, adding up to nearly 200 days of live cricket.

In addition, NEO Cricket airs Cricketainment shows, 3 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.

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