



MEDIA RELEASE

Catch India's tour of Bangladesh - LIVE on NEO SPORTS

Series starts Thursday, May 10, 2007

Mumbai, May 7, 2007 – Neo Sports, India's 1st cricket-only TV channel today announced the live telecast of India's 3 One Day Internationals and 2 Test match tour of Bangladesh, starting Thursday, May 10th 2007

Commenting on the same, Shashi Kalathil, CEO, Neo Sports Broadcast said " this is now seen as a "fresh start" for Team India and in the backdrop of the World Cup result, the Bangladesh tour is also being billed as a revenge series of sorts, resulting in heightened interest."

The live coverage on Neo Sports will include a pacy pre, mid & post match show specifically targetting the youth viewer, called **Extra Cover**. It features young exciting talent like Rohan Gavaskar & Hrishikesh Kanitkar for the first time on international cricket broadcast. Adding a further dimension to the coverage, Neo Sports has signed two well known TV anchors Archana Vijaya and Neha Sareen. While Archana would bring to the fore, the pulse of the Indian cricket fan via interviews, vox pops etc. Neha will demystify the statistical aspects of the game with her inherent flair for numbers, being an economics graduate from Ohio University. All this, in a first for Indian sports television, will be enhanced with cutting edge virtual graphics using the very latest that technology can offer, now available to Neo Sports at their spanking new "virtual" studios at Malad, Mumbai.

To ensure widespread reach especially in the southern region, in a yet another 1st ever, Neo Sports has inked syndication deals for various regional language commentary feeds.

Telecast Schedule for the India vs. Bangladesh ODI and Test Cricket Series

May 2007

Date	Venue	Time
Thurs. 10 th	1st ODI – Mirpur, Dhaka	8 a.m. onwards
Sat. 12 th	2nd ODI – Mirpur, Dhaka	8 a.m. onwards
Tues. 15 th	3rd ODI – Chittagong	8 a.m. onwards
18 th to 22 nd	1 st Test – Chittagong	8.30 a.m. onwards
25 th to 29 th	2 nd Test – Mirpur, Dhaka	8.30 a.m. onwards

Positioned as the "Home of Indian cricket in India", Neo Sports holds the rights to all the international & domestic cricket played in India. It holds the rights to more than two-thirds of all confirmed international cricket series featuring the Indian team till March 2010.

Neo Sports Broadcast Pvt Ltd has entered into an exclusive distribution tie-up with Star India, to take Neo Sports & Neo Sports Plus across the length and breadth of this country. The channel is available on Cable and new media platforms.

For further information, please contact:

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