



MEDIA RELEASE

Neo Sports on track for a comprehensive Pan Asian presence.

Targets the Indian Diaspora with its exclusive cricket content

Mumbai, February 27th, 2007 – Neo Sports, India's 1st cricket-only TV channel which officially launched on 1st October, 06 today detailed out its Pan Asian roll out. The roll out includes key markets like the Middle East, Bangladesh, Hongkong, New Zealand, Sri Lanka & Nepal. Shortly, Neo Sports will also commence broadcasting in Malaysia and Singapore.

The revenues from the Pan Asian operations of Neo Sports outside India, between subscription and advertising are expected to add up to approx USD 26 million in 2007-08 with an approx 30% EBIDTA margin, as incremental cost for international operations is relatively insignificant since the bulk of the costs are already absorbed in the Indian operations.

Neo Sports was launched in Nepal through Pacific Traders on Cable & MMDS. Neo Sports has also partnered with the Pehla bouquet on the ADD platform in the Middle East, which is the largest pay TV platform management company in the Middle East, North Africa and Europe.

Neo Sports has also been launched on Cable in Bangladesh via SAARC Media in January 2007 & in Sri Lanka through Sri Lanka Broadband Network. In March 2007 Neo Sports will commence broadcasting on Hong Kong's leading Cable system I-Cable and via DTH on 1 Broadcast Ltd, in New Zealand. Neo Sports is also the only Indian cricket sports channel in New Zealand which caters to Asian ethnic groups.

Announcing these deals, Shashi Kalathil, Chief Executive Officer, Neo Sports Broadcast Pvt. Ltd. said "In barely three months of our commercial launch in India, we have succeeded in a comprehensive Pan Asian roll-out. Asia is a very important market for us as it is an amalgamation of cultures and nationalities with a huge Indian ethnic community".

Neo Sports had its soft launched in October 2006 and its commercial launch took place in the first week of January 2007 in India. The India's 1st cricket-only TV channel has had outstanding success in securing platform partnerships across Asia, as part of its mission to be a Pan Asian cricket channel by the middle of 2007



For further information, please contact:

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