



MEDIA RELEASE

NEO Sports launches with Challenger Series from Oct 1 Channel to focus on cricketing action

Mumbai, September 29, 2006 – Nimbus, the Indian transnational media, sports and entertainment company - home to major world cricket, - announced the launch of "Neo Sports," a 24-hour cricket centric television channel here today. The channel positioned as "The Home of Indian Cricket on TV" will debut with the Challenger Series for NKP Salve Trophy from October 1, 2006.

Neo Sports (<http://www.neosports.tv>) will focus on various cricket related programming, live coverage of both domestic and international cricket, interviews with top cricketers, analysis & sports entertainment. Neo Sports subscribers, for the first time on domestic cricket, would be able to enjoy features like top angle shots and pan vision, speedometer, 3D animation and graphics, spin vision camera for tight bowl vision and spin action.

Harish Thawani, Chairman, Nimbus Communications Ltd, said, "India has the world's largest and most passionate cricket audience, which motivated us to dedicate Neo Sports to cricket and to the people of India who deserve a 24 x 7 cricket centric channel"

Neo Sports has entered into an exclusive distribution tie-up with Star India, which will roll out over 10,000 decoders in the coming weeks to take Neo Sports across the length and breadth of this country. The channel will be available on Cable, DTH and new media platforms. Neo Sports will broadcast on an average 3 international cricket series every year featuring India and 6 domestic tournaments, in addition to which it will broadcast several other international cricket matches. It will broadcast close to 150 days a year of live cricket.

Commenting on the launch, Shashi Kalathil, CEO Nimbus Sports, stated "Neo Sports is backed by experts who have extensive global experience in broadcasting cricket and other international sporting activities and from the entertainment business. This new channel represents building a strong, independent cricket broadcasting platform that leverages Nimbus's original sports programming expertise with established world class content, providing Neo Sports with an efficient and flexible way to offer subscribers a compelling viewing experience."

Among the key people who have recently joined NEO Sports include Hitesh Sabharwal as VP Affiliate Sales, Ranjith Rajasekharan as VP Marketing, Shakeel Memon as Creative Director and Sonali Rege as GM Production.

The launch of a cricket centric television channel like Neo Sports will allow greater accessibility of domestic cricket and is expected to take viewer ship of the game to unprecedented levels. For the first time, viewers in India will be able to watch over 70 days of live coverage of domestic cricket every year in addition to 3-4 international cricket series.



About Nimbus

Headquartered in Mumbai, India, Nimbus Communications Limited is one of India's leading companies in media, entertainment & sport. The company is focused on its vision of becoming India's first globally operating US \$ 1 Billion+ (Rs. 4500 crores+) revenues company in the sector by 2010, by leveraging the power of integration and scale. It is well on its way to achieving its goals with fiscal year 2006-2007 revenues forecast in excess of US \$ 250 million (approx. Rs.1125 crores). Nimbus' lines of business activity are sport, filmed entertainment, television and digital content. Its business activities span the globe. It is also a leading airtime sales agency with an unmatched track record of ad sales of sports events ranging from the Olympics to the Cricket World Cups. It is currently contracted to exclusively handle ad sales of the ICC Champions Trophy 2006 and the ICC Cricket World Cup 2007, apart from all BCCI events till 2010.

Nimbus Sport is a globally leading distributor/owner of cricket rights and producer of cricket coverage. Nimbus Sport (under mandate from GCC) exclusively markets media rights of ICC events in South Asia and sponsorship rights worldwide. It distributes all commercial rights of the Afro Asia Cup worldwide, sponsorship & signage rights of the Pakistan Cricket Board and global media rights of the BCCI. It is also the producer of the world feed of the ICC Champions Trophy 2006 and all international cricket to be played in India till March 2010.

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