



**The Most Important Football Event in Latin America now on
NEO SPORTS**

Mumbai, July 1st , 2011: NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd., brings Copa America one of the most widely regarded football event in the world starting July 2nd to July 24th 2011

Speaking on this Mautik Tolia, Executive Vice President (Programming) NEO Sports Broadcast said, "Copa America reiterates our commitment to showcase the best premium sporting action to the Indian viewer. The Copa America promises to fulfill the Indian football fan's legendary romance with Latin American football. It offers a not to be missed spectacular carnival over the next one month with the world's best footballers - the likes of Messi, Kaka, Robinho etc competing against each other. "

Copa America is the first major Football Team competition following the FIFA World Cup 2010 in South Africa and it is the stand-out football event in the 2011 sporting calendar. The tournament will take place in Argentina and 12 Teams will be competing divided into three groups of four teams. The defending champions are Brazil. Many of the top players will be participating including Kaka, Júlio César, Robinho, Messi, Teves, Rafa Marquez, Claudio Pizarro Roque Santa Cruz, Cavani just to name a few.

To further heighten consumer interest, the channel has also deployed a multi-media campaign using TV, print, internet and social media platforms to promote the league. It has also planned a slew of special programming around the event to heighten & enhance the viewer experience.

COPA - America 2011 Fixtures

| Day | Date | GMT | IST | Vs. | | Group |
|----------|------------|-------|-------|-----------|------------|---------|
| Saturday | 02/07/2011 | 0:45 | 06:15 | Argentina | Bolivia | Group A |
| Sunday | 03/07/2011 | 18:30 | 00:00 | Colombia | Costa Rica | Group A |
| Monday | 04/07/2011 | 19:00 | 00:30 | Brazil | Venezuela | Group B |
| Monday | 04/07/2011 | 21:30 | 03:00 | Paraguay | Ecuador | Group B |
| Tuesday | 05/07/2011 | 22:15 | 03:45 | Uruguay | Peru | Group C |
| Tuesday | 05/07/2011 | 0:45 | 06:15 | Chile | Mexico | Group C |
| Thursday | 07/07/2011 | 0:45 | 06:15 | Argentina | Colombia | Group A |
| Friday | 08/07/2011 | 22:15 | 03:45 | Bolivia | Costa Rica | Group A |

| | | | | | | |
|-----------------------|------------|-------|-------|-------------|-----------------|---------|
| Saturday | 09/07/2011 | 22:15 | 03:45 | Uruguay | Chile | Group C |
| Saturday | 09/07/2011 | 0:45 | 06:15 | Peru | Mexico | Group C |
| Sunday | 10/07/2011 | 19:00 | 00:30 | Brazil | Paraguay | Group B |
| Sunday | 10/07/2011 | 21:30 | 03:00 | Venezuela | Ecuador | Group B |
| Monday | 11/07/2011 | 19:00 | 00:30 | Colombia | Bolivia | Group A |
| Tuesday | 12/07/2011 | 0:45 | 06:15 | Argentina | Costa Rica | Group A |
| Wednesday | 13/07/2011 | 22:15 | 03:45 | Chile | Peru | Group C |
| Wednesday | 13/07/2011 | 0:45 | 06:15 | Uruguay | Mexico | Group C |
| Thursday | 14/07/2011 | 22:15 | 03:45 | Paraguay | Venezuela | Group B |
| Thursday | 14/07/2011 | 00:45 | 06:15 | Brazil | Ecuador | Group B |
| Quarter Finals | | | | | | |
| Sunday | 17/07/2011 | 19:00 | 0:30 | 1st Group A | Best 3rd | S1 |
| Sunday | 17/07/2011 | 22:15 | 03:45 | 2nd Group A | 2nd Group C S2 | S2 |
| Monday | 18/07/2011 | 19:00 | 00:30 | 1st Group B | 2nd Best 3rd S3 | S3 |
| Monday | 18/07/2011 | 22:15 | 03:45 | 1st Group C | 2nd Group B S4 | S4 |
| Semi Finals | | | | | | |
| Wednesday | 20/07/2011 | 0:45 | 06:15 | Winner S1 | Winner S2 G1 | G1 |
| Thursday | 21/07/2011 | 00:45 | 06:15 | Winner S3 | Winner S4 G2 | G2 |
| 3rd Position | | | | | | |
| Sunday | 24/07/2011 | 19:00 | 00:30 | Loser G1 | Loser G2 | |
| Final | | | | | | |
| Monday | 25/07/2011 | 19:00 | 00:30 | Winner G1 | Winner G2 | |
| | | | | | | |

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the No. 1 sports channel for the year 2008, 2009 & 2010 in India by annual Gross rating points (Source- TAM 2008 ,2009 & 2010) and NEO Sports – the premium all sports channel.

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women’s Tennis, NASCAR & MotoGP among others.

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in more than 25 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.

For further information contact:

Pranali Sarkar
Marketing Manager
NEO Sports Broadcast Pvt Ltd.
Tel: +91-22-26352000 ext. 175
Cell No.9820662411
Fax: +91-22-26352123
Email Address: psarkar@neosports.tv

Disclaimer

NEO Sports Broadcast Private Ltd is a joint venture of Nimbus Communications Ltd. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The Draft Red Herring Prospectus-is available on the website of SEBI at www.sebi.gov.in, on the websites of the book running lead managers at www.edelcap.com, www.macquarie.com/in/en/index.htm, www.centrum.co.in and of co-book running lead manager at www.pnbisl.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors "on page xii of the aforementioned DRHP.