

Catch the All Star Series for the Deodhar Trophy – Live & exclusive on Neo Sports

Mumbai, February 22<sup>nd</sup>, 2007 – Neo Sports Broadcast Pvt Ltd., today announced the live telecast of the premier domestic limited overs tournament, The All Star Series for the Deodhar Trophy. The tournament spans three venues namely, the Motera stadium in Ahmedabad, The CCI & Wankhede Stadiums in Mumbai from the 25<sup>th</sup> February till 11<sup>th</sup> March 2007 pitting the best talent from the 5 zones against each other.

In keeping with BCCI's efforts to rebrand domestic cricket all the matches will be day & night and will be played under lights, with coloured clothing to add to the carnival atmosphere. Additionally the presence of some of the key Indian stars heading off to the Caribbean will further propel interest in this tournament.

All matches will start at 1.30 p.m.

All Star Series for the Deodhar Trophy - Schedule

| Date       | Team             | Venue                     |
|------------|------------------|---------------------------|
| 25.02.2007 | Central vs West  | Motera Stadium, Ahmedabad |
| 26.02.2007 | East vs South    | Motera Stadium, Ahmedabad |
| 27.02.2007 | Central vs North | Motera Stadium, Ahmedabad |
| 02.03.2007 | East vs West     | CCI, Mumbai               |
| 03.03.2007 | Central vs South | CCI, Mumbai               |
| 04.03.2007 | North vs West    | CCI, Mumbai               |
| 07.03.2007 | Central vs East  | Wankhede Stadium, Mumbai  |
| 08.03.2007 | North vs South   | Wankhede Stadium, Mumbai  |
| 10.03.2007 | East vs North    | Wankhede Stadium, Mumbai  |
| 11.03.2007 | South vs West    | Wankhede Stadium, Mumbai  |

Neo Sports which launched on October 1<sup>st</sup>, 2006 with the Challenger Series, became the No.1 sports channel within the 1<sup>st</sup> week of launch on the back of domestic cricket. Neo Sports Broadcast Pvt Ltd has an exclusive distribution tie-up with Star India, to take Neo Sports across the length and breadth of the country. The channel is available on Cable, DTH and new media platforms.

About Neo Sports Broadcast Pvt. Ltd.

Neo Sports is owned by Neo Sports Broadcast Pvt. Ltd (Nimbus Group Company). It is positioned as India's 1st Cricket – Only TV channel and will telecast all matches being played under the aegis of BCCI live. Neo Sports holds the rights to all the international & domestic cricket played in India. It also holds the rights to 67% of all confirmed international cricket series featuring the Indian team till March 2010.

The channel is using PAS 10 satellite. Neo Sports Broadcast Pvt Ltd has an exclusive distribution tie-up with Star India, to take Neo Sports across the length and breadth of this country. The channel is available on Cable, DTH and new media platforms.