



NEO Cricket & NEO Sports now available on DISHTV

Mumbai 29 September 2010: NEO Cricket and NEO Sports are now available on Dish TV, India's largest direct-to-home company and part of the biggest media conglomerate, Zee Group. Dish TV has a strong national presence and with over 32% market share. With this agreement NEO channels will now be available on all DTH platforms in India.

R.C. Venkatesh, CEO, Dish TV, said, "The biggest season of cricket is upon us and we are delighted to add the popular NEO channels on our DTH platform. This initiative will enable all our 8 million subscribers to enjoy the best of sporting action. At Dish TV, we are always innovating and exploring new opportunities to bring wholesome entertainment to the masses. We are hopeful of further enhancing our reach amongst sports enthusiasts across the country with this addition."

Commenting on this **Prasanna Krishnan, COO, NEO Sports Broadcast Pvt. Ltd** said, "We are extremely delighted to partner with India's leading DTH service provider-Dish TV. With this alliance NEO channels which have been the leading sports channels in India for the last few years will now be available to the 8 million Dish TV subscribers. We look forward to a fruitful relationship with Dish TV in providing exciting sports action to their subscribers."

NEO Cricket became the No. 1 sports channel for the year 2008 and 2009 (as per TAM data) and over the next few months will showcase more India international and domestic cricket than ever before shown on any sports channel including India v Australia, India v New Zealand, Challenger Series; Irani Trophy; Ranji Trophy Premier Cup for Vijay Hazare Trophy and All Star Series for the Deodhar Trophy.

NEO Sports showcases top drawer football (Italian Serie A & Bundesliga), premium tennis (WTA Tour, Davis Cup, Fed Cup), the very best golf (US PGA Tour), the world's No. 1 motorsport series (NASCAR), (MotoGP) & the most elite badminton (Thomas & Uber Cup, BWF Super Sries).

NEO Cricket boasts of an impressive line of custom produced programming including the No. 1 sports show in the country **Dial C for Cricket** as well as the No. 1 sports update show **Sportzone**.



About Dish TV India

Dish TV is India's largest direct-to-home company and part of the biggest media conglomerate - Zee Group. Dish TV has on its platform ~ 250 channels & services including 21 audio channels with over 8 million subscribers, which is growing. Dish TV has a vast distribution network of about 1400 distributors & 55,000 dealers that spans around 6600 towns across the country. Dish TV has 24* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishtv.in

About NEO Sports Broadcast Pvt. Ltd.

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

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

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.

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