



Experience the Non-Stop Cricket action on NEOCricket with the England - Bangladesh series

Mumbai, 26th Feb, 2010: NEO Cricket, in an endeavor to bring to its viewers back-to-back cricketing action, will telecast the England- Bangladesh series live and exclusive on the channel starting 28th February 2010.

India and Bangladesh will play three ODI's and two test matches respectively from 28th February till 24th March 2010. Commenting on the live telecast of the series on NEO Cricket, Mautik Tolia, Executive Vice President - Programming, NEO Sports Broadcast Pvt. Ltd. said, "This is another step by NEO Cricket towards its commitment of bringing live cricket entertainment to all its viewers across the country. England-Bangladesh series reiterates that cricket offering on NEO is continuous through out the year with a good mix of India and Non-India events."

England vs Bangladesh matches will be tied with in-depth pre and post match analysis from experts in the cricketing space. Legendary cricketers like Mike Atherton, David Lloyd, Robert Willis, Athar Khan, Shamim Chaudhry Arun Lal and Dominic Cork will share their expert views on the matches from the commentary box.

Schedule:

England - Bangladesh Series 2010

ODI Matches

Bangladesh vs England 1st ODI - 28th Feb @ 1.30 pm IST (Live on **NEO Sports**)
Bangladesh vs England 2nd ODI - 2nd March - 1.30 pm IST (Live on **NEO Cricket**)
Bangladesh vs England 3rd ODI- 5th March - 8.30 am IST (Live on **NEO Cricket**)

Test Matches

Bangladesh vs England 1st Test) – 12th to 16th March - 9.00 am IST (Live on **NEO Cricket**)

Bangladesh vs England 2nd Test (- 20th to 24th March - 9.00 am IST (Live on **NEO Cricket**)

About NEOSports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEOCricket – the No. 1 sports channel for the year 2008 & 2009 in India by annual Gross rating points (*Source- TAM 2008 & 2009*) and NEOSports – 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, please contact:

Manisha Sharma
Sr .Executive Corporate Communication
NEO Sports Broadcast Pvt Ltd.
Tel: +91-22-26352000 ext. 175
Cell No.9892438262
Fax: +91-22-26352123
Email Address: manishas@neosports.tv