



Neo Sports bags exclusive broadcast rights for Euro 2012

Continues acquisition spree to emerge as the preferred sports destination

Mumbai, 1st August, 2011: NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd., has acquired the exclusive broadcast rights of Euro 2012 in the Indian Sub Continent (India, Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan and Maldives)

UEFA Euro 2012 will be played amongst the top 16 European teams in June 2012. The premier event will be held in Poland and Ukraine. The previous edition in 2008 was telecast live in 203 countries and the average audience figure for a live match exceeded 146 million. There was a substantial increase for the finals where the average audience figure was around 237 million.

This is a significant partnership between UEFA and Neo Sports and covers UEFA Euro 2012, 2013 UEFA European Under 21 Championship and the UEFA Women's Euro 2013

Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd said, "This acquisition is a significant step towards delivering on the overall brand promise of Neo Sports as a premium sport destination. This is by far one of the most high profile soccer events and will definitely garner high quality viewership for the channel."

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 and 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. The channel has recently acquired broadcast rights for Copa America 2011, Rugby World Cup 2011 and French Open

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in 27 countries including US and Canada. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.