



NEO Cricket helps “Clean – Bowled” Tobacco

NEO Cricket official Media partner for Salaam Bombay’s Little Masters Challenge 2010

Mumbai, 16th December 2010: NEO Cricket today announced their tie up with Salaam Bombay Cricket Academy as the official Media Partner for the upcoming event Little Masters Challenge- one of Mumbai’s largest cricket tournament for Municipal and Government aided schools.

“Little Masters Challenge 2010” is organized by Salaam Bombay Foundation, a NGO working towards a tobacco-free world for every child. This is Salaam Bombay Cricket Academy’s annual cricket tournament and is also one of Mumbai’s largest children’s cricket match witnessing over 8,000 children attending the event. It provides children an opportunity to play competitive sports among municipal schools of Mumbai.

According to Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd., “We at NEO strongly believe that sports and arts can empower children along with teaching them discipline, goal setting, teamwork, determination and leadership keeping them motivated to stay substance free. To encourage children to participate in more and more organized sport, Salaam Bombay Foundation has strengthened their initiative of building life skills through power of the playground. We at NEO are proud to be associated with them for this noble cause and look forward to an exciting Finale.”

Abhinav Gupta, project head sports, from Salaam Bombay mentions “Our Partnership with Neo Cricket has been an enabler to spread our message of playing healthy competitive sport to a sports audience. In addition, having Neo Cricket cover our finals is a major attraction for the finalists who take the game even more seriously, and feel like ‘celebrities’. As official media partner they have helped create video’s and capture the spirit of the game which we can now share with the rest of the kids in Mumbai”

NEO Cricket will be promoting the event by creating a vignette of the finals of the cricketing event to be held at Brabourne Stadium on 18th December 2010 from 9:00am onwards. This will be telecasted on the channel on a high frequency and will be integrated with various NEO Cricket shows creating a high level of visibility and exposure for the noble cause. The vignette will be also promoted during the upcoming

Pakistan- New Zealand series to be telecasted on the channel and its various social media platforms heavily.

City's top cops, civic officials, sport personalities and Bollywood stars will gather at Brabourne Stadium to watch the grand finale of 35 teams clashing to win top spots. Salaam Bombay Foundation has been organizing the event for last six years to eliminate the threat of tobacco for all children, empowering them to become confident adults to lead tomorrow's India, believing that sport builds character and teaches children to deal with stress, aggression & peer pressure.

Programme Schedule

Programme	
09:00 am	National Anthem
09:05 am	Little Masters Under 17 Match
10:35 am	Half Time Show
11:00 am	Little Masters Challenge Cup Match
12:30 am	Prize Distribution & Vote of Thanks

Please enter from Gate No. 12

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the number one ranking in the half hour cumulative ratings for sport channel as per TAM viewership data for calendar years 2008, 2009 and for the period from January 1, 2010 to July 31, 2010 (Source: TAM People Meter Systems) and NEO Sports – the dedicated sports channel.

NEO Sports offers sports like Football, Tennis, Golf, Motor sports, Badminton to the Indian sports lovers. This includes German Bundesliga football league, US PGA TOUR, ITF Davis Cup and Fed Cup events, WTA TOUR Women's Tennis, NASCAR among others.

NEO Cricket is a cricket centric TV channel and currently broadcasted in more than 25 countries. Amongst its range of cricket centric programming is all Indian International Cricket matches organized by BCCI played in India including ODI's, T20 and Test matches.

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" page xii of the aforementioned DRHP.

Regards,

Manisha Sharma
Assistant Manager Corporate Communication

Tel: +91-22-26352000 ext. 175

Cell No.9892438262

Fax: +91-22-26352123

Email Address: manishas@neosports.tv