



NEO Cricket now available in North America

Mumbai, 30 September 2010: NEO cricket the 24*7 cricket centric channel from the bouquet of NEO Sports Broadcast Pvt. Ltd and India's number one sports channel is now available in North America.

In an endeavor to expand NEO Cricket's footprint in the international market the channel has recently signed a deal with Asian Television Network, Canada's largest distributor of world class cricket to distribute their channel in Canada and will eventually launch in the entire North American market in phases.

Commenting on the poised launch in Canada, Vikram Das, Sr. VP- International & Syndication, NEO Sports Broadcast Pvt. Lts. said, "Our availability in North America reaffirms NEO Cricket's commitment of taking cricket to as many fans across the globe. We have built strong brand equity with the Indian consumers by bringing to them the best cricketing action. Now we extend the same to cricket fans in North America."

Commenting on the tie-up, Dr. Shan Chandrasekar, President and CEO of ATN said, "We are excited to bring the best of India International and domestic cricket to the Cricket fans in Canada by partnering with the number 1 sports channel of India- NEO cricket. "

In Canada cricket is the most watched sport and through this tie up NEO Cricket will reach out to millions of expats and South Asian homes residing in Canada.

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.

The much awaited India vs. Australia series starts on NEO Cricket on 1st October followed by an exciting India vs. New Zealand series.

NEO Cricket is available in Middle East (18 countries), Singapore, Hong Kong, Japan, Korea, Fiji, Philippines and is focused on the Indian sub continent excluding Pakistan.

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 & 20098) 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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