



Record ratings drive NEO Cricket once again to Nation's No. 1 Sports channel and NEO the No. 1 Sports Network in India

Mumbai, 20th Jan 2011: NEO Cricket – the 24x7 cricket centric channel from NEO Sports Broadcast Pvt. Ltd has been ranked as the **No. 1 Sports channel** as per annual half hour cumulative ratings for sport channels as per TAM viewership data for calendar year 2010 **amongst viewers in C&S homes** (Source: TAM People Meter Systems) **for 3 years in a row.**

For the year 2010 NEO Sports Broadcast, which comprises of two channels NEO Cricket and NEO Sports also became the **number 1 sports network amongst viewers in C&S homes in India.** The International series on NEO Cricket generated lot of interest among Indian cricket fans and the interest in other sports like Golf, football, Tennis and motor sports led to increase in viewership of NEO Sports. In addition, the interactive programming, path breaking shows and innovative marketing helped build viewer interest and lead the channels to sustain its top position.

Amongst the key moments that NEO Sports and NEO Cricket broadcasted in 2010 were Arjun Atwals historic win when he became the first Indian to win the first US PGA tour title, Saina Nehwal's ascendancy to top three in the world and Sachin's 200, the first in world.

According to Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd. "It has been a tremendous journey for NEO. In the very second year of operation, 2008 we became the No1 sports channel in India and continued to retain this position for three years in a

row. This year we have also become the No 1 sport network amongst viewers in C&S homes in India. This is a great achievement and shows that India is not just passionate about Cricket alone and does have a growing interest in other sports also. NEO has always tried to show the best in sport to its viewers and the double achievement is an endorsement of the viewer's loyalty for NEO Cricket and NEO Sports."

Coming from a successful broadcast season in 2010, NEO Cricket and NEO Sports now gears up with International and Domestic cricket along with best of sports and a host of innovative programming initiatives.

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 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 "on page xii of the aforementioned DRHP.