



NEO Sports reaffirms its commitment to top quality Golf with an exclusive deal with the PGA TOUR for 6 years

Mumbai, October 22, 2009: NEO Sports, the all Sports Channel that is a part of the NEO Sports Broadcast Pvt. Ltd, today announced an agreement with PGA TOUR Inc, USA for the exclusive broadcasting rights of the PGA TOUR in the Indian Subcontinent for the next 6 years starting January 2010.

Commenting on the deal **Mr. Prasana Krishnan, COO, NEO Sports Broadcast Pvt Ltd** stated, *"The PGA TOUR is the premier Golf tour in the world. Our renewal of broadcasting rights for 6 years is an indication of our interest and commitment in bringing high quality Golf to Indian audiences."*

NEO Sports has been associated with the PGA TOUR since 2008 and has been showcasing TOUR tournaments live since then. This revised agreement for live and exclusive rights for 6 years reaffirms the commitment to quality Golf broadcast in India. This is an exclusive deal where Indian Golfing enthusiasts will be treated to high quality Golf action featuring players like Tiger Woods, Jeev Milkha Singh, Phil Mickelson & Vijay Singh among others who will be playing. The PGA TOUR season is divided into two parts - the FedExCup, which includes the PGA TOUR Regular Season and the PGA TOUR Playoffs for the FedExCup, followed by the PGA TOUR Fall Series.

The PGA TOUR Playoffs consists of The Barclays, the Deutsche Bank Championship, the BMW Championship and the culminating TOUR Championship presented by Coca-Cola.

“The PGA TOUR is extremely pleased to be associated with NEO Sports, the leading sports network in the country to broadcast the world’s best golf to the Indian sub-continent and to Indian fans of the sport,” said Tim Leisure, PGA TOUR Senior Vice President, International Television. “Golf enjoys a significant and growing fan base in India and our association with the channel will help us reach the ever-growing Indian golf audience and fulfill its expectations of access to top quality golf.”

In addition to broadcasting the live events, NEO Sports will also present two shows every week: **The PGA TOUR Highlights**, a show that focuses on the highlights of the previous weeks PGA TOUR action, and **Inside the PGA TOUR**, which is a peek into the PGA TOUR events of the week ahead.

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 in India by annual Gross rating points (*Source- TAM 2008*) 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.

NEO Cricket is the world’s first cricket centric TV channel and currently broadcasts to more than 30 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.

About PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. The mission of the PGA TOUR is to expand domestically and internationally to substantially

increase player financial benefits while maintaining its commitment to the integrity of the game. The PGA TOUR events are also committed to generating revenue for charitable causes in their communities.

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