



Neo Sports Plus acquires rights from ITF to broadcast Davis Cup and Fed Cup matches for 4 years in India beginning 2008

Mumbai, February 7, 2008: Neo Sports Plus, The all Sports Channel which is a part of the Neo Sports Broadcast Pvt. Ltd stable today announced an agreement with the International Tennis Federation (ITF) for broadcasting the Indian away matches and select other World Group matches of the Fed Cup by BNP Paribas and the Davis Cup by BNP Paribas in the Indian Subcontinent for the four years – 2008 to 2011. The live telecast of the Fed Cup and Davis Cup on Neo Sports Plus will air from the 2nd of February 2008.

The Fed Cup is the largest annual team competition in women's sport that features some of the biggest names in women's tennis while the Davis Cup is the world's largest annual competition in sport and features some of the biggest names in tennis. With this Neo sports plus will bring all the matches of Indian Davis Cup and Fed Cup team played away from India to the audience bringing the best of tennis on screen.

This season of the Fed Cup and Davis Cup will have Indian stalwarts like Sania Mirza, Leander Paes, Karan Rastogi, Divij Sharan, Rohan Bopanna, among others who will be playing. The top levels of Fed Cup and Davis cup begin with Israel v Russia featuring Maria Sharapova and Russia v Serbia featuring Novak Djokovic amongst others. The Davis Cup match takes place on February 8th – 10th 2008

Commenting on the deal Mr. Prasana Krishnan, Executive Vice President – Strategy & Business Development stated, "We are truly excited to bring tennis lovers in India the best of the Fed Cup by BNP Paribas and Davis Cup by BNP Paribas matches for the next four years".

Jan Menneken – Executive Director Commercial, ITF said, "The ITF is delighted to announce that Neo will be a new partner in India for Davis Cup by BNP Paribas and Fed Cup by BNP Paribas. The Indian teams in both competitions show great promise and, through this new partnership, both Davis Cup and Fed Cup will be broadcast throughout India on an extremely popular channel."

Below the World Group, the Fed Cup nations compete in Zonal groups, which are split into three zones: Asia/ Oceania, Americas and Europe/Africa. In each zone there are two groups; Group I being the higher and Group II being the lower. Teams have to win through the Zonal Group matches to progress to the World Group. The Fed Cup title Sponsor is BNP Paribas.



The pinnacle of the annual Davis Cup competition is the World Group. Sixteen nations are drawn against each other in a knock out format leading up to the Davis Cup Final. Below the World Group, there are three regional zones, Euro/Africa, Americas and Asia/ Oceania. Each Zone has Group I, II, III and IV. The aim for each team is to move up group by group to enter the World Group and ultimately become the Davis Cup champion. Each tie consists of five matches, four singles and one doubles match, played over three days.

In addition to winning the broadcast rights, Neo Sports Plus will present one hour highlight programs after each round of the Davis Cup and Fed Cup.

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