



Amitabh Bachchan to discuss cricket exclusively on NEO Cricket's show "Extra Cover"

Mumbai, December 10, 2009: Riding on the wave of an action-packed India – Sri Lanka series, NEO Sports Broadcast Pvt. Ltd. continues to entertain cricket fans across the country. Super Star Amitabh Bachchan will be present exclusively on "Extra Cover", a programme enveloping the Live Cricket on NEO Cricket on December 12, 2009. Mr. Bachchan along with anchor Manish Vallecha will share their expert comments on the 2nd T20 match to be played between India and Sri Lanka, live on NEO cricket on December 12th.

The viewers watching "Extra Cover" will witness a very exclusive and interactive session with the Big B. Apart from this, a series of SMS driven contests will be run on NEO Cricket giving its viewers a chance to win loads of prizes.

Commenting on the occasion, Mautik Tolia, Executive Vice President – Programming, NEO Sports Broadcast Pvt Ltd said, "NEO Cricket is privileged to have the legendary Amitabh Bachchan on its show Extra Cover for the first time ever. It is going to be one special experience for the viewers to listen to his unique insights during the 2nd T-20 India vs Sri Lanka match on December 12, 2009. With Team India raring to strike back after the 1st T-20 defeat, this sure is one match and one show that no one can afford to miss."

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 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

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.

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