

Neo Sports to go LIVE in Japan, Korea & Taiwan, inks a deal with The New Media Group

Mumbai, July 9th, 2007 - Neo Sports, which is known to be the home of Indian cricket on TV today announced a deal with The New Media Group, KK, the leading digital media platform developer and operator in the Asia Pacific region for Live telecast of Neo Sports across Japan, Korea and Taiwan, starting 1st July, 2007. With this deal, Neo Sports is spreading its footprints firmly across Asia as this announcement comes close on the heels of its recently announced deal with several South East Asian countries.

This deal would ensure that viewers across Japan, Taiwan & Korea get access to the entire bouquet of international & domestic cricket played here in India. TNMG will distribute Neo Sports on its World On-Demand IPTV platform, offering both packaged and ala carte deals.

Announcing this deal, Shashi Kalathil, Chief Executive Officer, Neo Sports Broadcast Pvt Ltd. said, "We aim to reach the Indian diaspora in Japan, Korea & Taiwan. Partnering with The New Media Group gives us a huge advantage as they have unparalleled reach amongst this target audience in these markets."

Randy McGraw, President of The New Media Group, said "This is a great opportunity for our 6,000-plus community member subscribers as well as our company. We are proud to be associated with Neo, and will work with them in 3Q07 to develop and launch community and interactive features around their content."

Neo Sports made its debut in India on 1st October 2006 with the Challenger Series.

About Neo Sports Broadcast Pvt. Ltd.

Neo Sports & Neo Sports Plus are owned by Neo Sports Broadcast Pvt. Ltd.

Neo Sports is India's 1st Cricket - Only TV channel and will telecast matches being played under the aegis of BCCI live. This will also include domestic cricket. The channel will also showcase various cricket related programming, interviews with top cricketers, analysis and other shows around cricket.

Neo Sports Plus is a 24-hour sports entertainment television channel launched by Neo Sports Broadcast Pvt Ltd. The channel will bring to life, action from sporting disciplines from all over the world.

On the soccer front, Neo Sports Plus has acquired properties linked to India's favourite footballing nations: Germany, Italy, Brazil, Argentina via premier leagues like Bundesliga, Serie A, Copa Suda Americana & Copa Libertadores. It also has some of the best motor sports action in the form of V8 Supercars and Superbike World Championship respectively. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like Sudirman Cup, The Thomas Cup, The Uber Cup & The World Badminton Championship.

The channel broadcasts on PAS 10 satellite. Neo Sports Broadcast is a broadcasting & media company promoted by Nimbus Communications Limited.

About The New Media Group, K.K.

TNMG is the leading digital media platform developer and operator in the Asia Pacific region. Partnered with the world's leading media and technology companies, TNMG owns and operates the World On-Demand (the region's most comprehensive IPTV platform), MY-World Communities (a leading portal for the advanced formation and management of online communities and their personal media), and Factor Mobile, a mobile-terminal content platform in Japan. TNMG also owns Media Pay□, a electronic payments gateway for East Asia that utilizes every electronic wallet and conventional payment method available in those markets from minor branded affinity cards to cash collection at over 45,000 distribution points. Founded by executives in the media, technology, and financial communities, TNMG is headquartered in Tokyo, Japan, and maintains network operations facilities in Yokohama, Japan and a development center and post-production studio in Chennai, India. The team at TNMG invites everyone to visit www.TheNewMediaGroup.net and www.WorldOnDemand.net to learn more about what the company is doing. We accept communication in Japanese, English, Mandarin, French, Spanish, Hindi, Tamil, and Urdu.

For further information, please contact

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