



Neo Sports Plus to broadcast best of women's professional tennis with acquisition of Sony Ericsson WTA Tour television rights!

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 a major acquisition of the television rights to the Sony Ericsson WTA Tour for four years for the period 2008 to 2011. With this acquisition, Neo Sports Plus will ensure the delivery of the very best of women's professional tennis to all tennis lovers in India. It will be the exclusive broadcast partner for all top events on the Sony Ericsson WTA Tour in the Indian Subcontinent for the four seasons – 2008 to 2011. The live telecast of Sony Ericsson WTA Tour tennis commences on Neo Sports Plus from the 9th of February 2008.

The Sony Ericsson WTA Tour, the world's premier professional sport for women, boasts more than 2,000 players representing 90 nations in 2007 competing for over \$70 million in prize money at 60 events in 34 countries. Neo Sports Plus will telecast exclusively all Tier 1 & Tier 2 events of the Tour Calendar for the 4 seasons of 2008 beginning with the Semi finals of the Open Gaz de France being held in Paris on 9th of February from the 22 top-tier events.

Commenting on the deal Mr. Prasana Krishnan, Executive Vice President – Strategy & Business Development stated, "We at Neo Sports Plus are truly excited with this opportunity to partner with the Sony Ericsson WTA Tour for these events . The Sony Ericsson WTA Tour features the best events in women tennis and includes all the leading stars of women's tennis. With the acquisition of these rights, we will continue deliver to our viewers the very best of tennis across the globe to all tennis lovers in India."

Michael Rowe, Vice President, Television & Digital Media, of the Sony Ericsson WTA Tour stated: "We are delighted to announce that Neo Sports Plus will become an official broadcast partner of the Sony Ericsson WTA Tour. Through this new partnership The Sony Ericsson WTA Tour will be broadcast throughout India on an extremely popular channel."

The 2008 season comprising of 24 top tier tennis events concludes in November with the Sony Ericsson Championships - Qatar 2008 Championships in Qatar. Sony Ericsson WTA Tour events are viewed across the globe, reaching hundreds of millions of households, and are immensely popular in person, attracting more than four million spectators worldwide.

For further information contact:

Amrita Pai
Nimbus Communications Ltd.
Nimbus Centre

apai@nimbus.co.in
Phone:+91 22 2635 2135
Fax: +91 22 2635 2123

Rositha Dsouza
Buzz PR
Sr. Image Manager

rositha.dsouza@buzzkaro.com
Phone: +91 22 66691830
Mobile: +91 9820472522