

MEDIA RELEASE

Nimbus to create reach record with Summer Series

6 channels 5 language broadcast lined up

Mumbai, June 13 , 2007 – In a historic first in Indian cricket television history, Nimbus today announced a 6 channel 5 language TV broadcast in India for it's Summer Series of six One Day Internationals (ODIs), including the Future Cup and the Future Friendship Cup. Featuring 5 India matches, against Pakistan, South Africa and Ireland, the Summer Series promises to be one of the hottest cricket Events in recent times and it will now be accessible to every cricket fan in India. The Events will be broadcast LIVE, with an unprecedented FIVE language commentary options, including;

1. SAB TV with commentary in Hindi
2. Neo Sports with commentary in English
3. Sun News with commentary in Tamil
4. Gemini News with commentary in Telugu
5. Udaya Varthalugu with commentary in Kannada

In addition, as per the Sports Act 2007, the 5 India matches of the Series will also be broadcast LIVE on Doordarshan.

Commenting on the same, Yannick Colaco, Senior VP, Nimbus Sport said: "Nimbus has been a pioneer in marketing of sports rights and we are delighted at introducing another first in cricket marketing in India. The multi channel, multi language broadcast on this scale, is a first for cricket in India and provides viewers with LIVE cricket at an extraordinary level of customisation. Indian cricket fans across the country have a choice like never before!"

The Summer Series will feature 4 of the most exciting teams in world cricket playing in time zones which deliver prime time viewing in India. Each match will start at 3:15pm India time. The schedule for the Event is as follows:

Date	Day	Venue	Match
23rd June	Saturday	Belfast	India v Ireland
24th June	Sunday	Belfast	South Africa v Ireland
26th June	Tuesday	Belfast	India v South Africa; 1 st ODI Future Cup
29th June	Friday	Belfast	India v South Africa; 2 nd ODI Future Cup
1st July	Sunday	Belfast	India v South Africa; 3 rd ODI Future Cup
3rd July	Tuesday	Glasgow	India v Pakistan; Future Friendship Cup

Nimbus had earlier acquired media rights for the 4 India matches in the Summer Series from the BCCI and the 2 Ireland matches from the Irish cricket Union.

About Nimbus

Headquartered in Mumbai, India, Nimbus is one of India's leading companies in media, entertainment & sport. Nimbus' lines of business activity include sport, filmed entertainment, sports broadcasting & digital content. Its business activities span the globe.