



## **NEO Sports welcomes Tiger Woods**

*Watch him at Quail Hollow Championship and THE PLAYERS Championship live and exclusive on NEO Sports*

**Mumbai, April 27<sup>th</sup>, 2010:** NEO Sports, a premium all Sports Channel which is a part of NEO Sports Broadcast Pvt. Ltd., brings the live and exclusive Tiger Woods' back in action at Quail Hollow Championship and The Players Championship to its Indian viewers.

Top-ranked Tiger Woods has committed to play in the Quail Hollow Championship from April 29 till May 2, at Quail Hollow Club in Charlotte, N.C. It will be the second event of the year for Woods and he had won the Quail Hollow Championship in the year 2007.

THE PLAYERS Championship will start on May 6<sup>th</sup> and will go on till May 9<sup>th</sup> at THE PLAYERS Stadium Course, TPC Sawgrass, in Ponte Vedra Beach, Florida. Woods won the tournament in 2001 and finished second in 2000. Last year, he had a top 10 finish.

Speaking on the occasion **Mr. Mautik Tolia - Executive Vice President - Programming, NEO Sports Broadcast Pvt. Ltd.**, said, *"NEO Sports is committed to bring the world's best golf to the Indian sub-continent and to Indian fans of the sport. It is great to have Tiger woods back in action on the PGA circuit and these are certainly A- listed tournaments on the Tour which can not be missed. We look forward to an exciting fortnight and a great golfing season for Tiger Woods."*

### **Tournament Dates**

Quail Hollow Championship – **April 29<sup>th</sup> – May 2<sup>nd</sup>**

THE PLAYERS Championship – **May 6<sup>th</sup> – May 9<sup>th</sup>**

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## **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 for the year 2008 & 2009 in India by annual Gross rating points (Source- TAM 2008 & 2009) and NEO Sports - the premium all sports channel.

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.

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in more than 25 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.