



Neo Sports to telecast the India-South Africa Test Series Live and Exclusive

Also unveils "India's Race to No.1" campaign.

Mumbai 13th March, 2008 - Ranked as No. 2 by the ICC test rankings, the upcoming test tours will be the opportunity for India to raise to the No1. position. And to assist India in this quest is Neo Sports with its "India's Race to No.1" campaign that was announced today by Ace test batsman V.V.S. Laxman and Ranjith Rajasekharan, Vice President - Marketing & Communications, Neo Sports Broadcast Pvt. Ltd at a press conference held at Taj President. Starting March 26th Neo Sports will be telecasting the South Africa-India Test Series for which they have acquired exclusive rights.

Neo Broadcast Pvt. Ltd holds telecast rights to 3 out of the 4 scheduled test matches to be held in India. With India playing 4 out of the top 5 nations in the ICC Test rankings in a calendar year, this proves to be a very exciting time for cricket fans across the country. Neo Sports would also be exclusively telecasting the Australia tour of India to be held in October and the England tour of India in December.

Speaking on the occasion Ranjith Rajasekharan, Vice President - Marketing & Communications, Neo Broadcast Pvt. Ltd said, "We relish this opportunity of bringing to our viewers the highest quality of cricket. This season will truly be a historical moment for test cricket as we will have 4 test series being played in a calendar year. As we wanted to engage our regular viewers to boost Team India's spirit to reach to the No. 1 position, hence have introduced interactive platform encompassing this series."

Commenting on the occasion V V S Laxman said, "I am looking forward towards this series. The team has performed really well in the ODIs and we hope to continue the same for the SA Test Series also."

Neo Sports besides telecasting live matches aims to bring about wholesome cricket entertainment to viewers. Cricket centric shows like "Extra Cover" will give an insight on the finer nuances of the game as well cover the fun aspect of it.

Extra Cover would encapsulate all aspects of the SA-India tour from comprehensive cricket analysis and news, to lighter 'behind the scenes' stories. The studio segments which would be hosted by Radhakrishnan Sreenivasan and Neha Sareen will give viewers latest updates, previews, reviews, statistics and expert opinions. Indian Test cricket legend Mohinder Amarnath and former South African test cricketer Peter Kirsten would also be part of the show as special guests.

Popular VJ Archana Vijaya and now the host of the out of studio segment called "Tour Diary" on the show will follow the teams at different venues across the country and cover the excitement at the stadiums, her interactions with cricketers, fans etc. The show will air an hour before the matches and continue through the various match breaks.

About Neo Sports

Neo Sports was launched in 2006 by Nimbus Communications as India's 1st cricket only sports channel. Neo Sports owns almost 50% of telecast rights for cricket and this gives it almost half of the market share for cricket.

With almost 70% of primetime cricket aired on Neo Sports, the company is gradually moving from just telecasting matches to providing a 360 degree entertainment for cricket lovers.

For further information:

Amrita Pai Neo Sports Broadcast Pvt. Ltd. Nimbus Centre Oberoi Complex Andheri West Mumbai apai@neosports.tv Phone: +91 22 2635 7201 Fax: +91 22 2635 7202	Vaidehi Donde / Clarence Lowden Buzz PR Ph : 66681930 / 31 vaidehi.donde@buzzkaro.com / buzzmumbaipr@gmail.com
---	--