



New on-air look for NEO Cricket

India , 1st October 2010: NEO Sports Broadcast Pvt. Ltd owner and operator of two channels: NEO Cricket (a sports channel in India) and NEO Sports (the premium all sports channel today announced a new on- air look for NEO Cricket with the commencement of India- Australia series.

KEMISTRY a London based creative agency established in the year 1997 was appointed to create a refreshed look for both channels following a 4-way pitch. The new look of NEO Cricket reflects the immense passion for cricket in India. This is captured visually with an intense stream of energy and light that frames the silhouettes of the cricketers in action, forming a connection between the fan and the cricketer, united in their love of the sport.

Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd. said “NEO Cricket’s new look epitomizes the passion that India holds for cricket, it also symbolizes a new India. It is aggressive, young, bold and unabashedly Indian. This is beautifully represented through our channel’s new identity that shows fans, cricketers and the intense energy that cricket generates.”

Omar Honigh, Managing Director at Kemistry says: “It has been wonderful to work with the extremely professional team at NEO on this exciting project. It has been a true partnership, with production taking place in India under our direction. The crew were excellent and we have all worked hard as a team to help create an identity for NEO Cricket that truly reflects its position as India’s No 1 sports channel.”

NEO Cricket goes to air with its’ new identity on 1st October 2010 while NEO Sports, the premium sports channel will relaunch in November 2010.

Credit List:

Account Director / Planner: Omar Honigh

Design Director: Charlie Clark

Producer: Richard Bateson

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the number one ranking in the half hour cumulative ratings for sport channel as per TAM viewership data for calendar years 2008, 2009 and for the period from January 1, 2010 to July 31, 2010 (Source: TAM PeopleMeter Systems) and NEO Sports – the premium all sports channel.

Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motor sports, Badminton to the Indian sports lovers. This includes German Bundesliga, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women’s Tennis, NASCAR & MotoGP among others.

Cricket is a 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.

Disclaimer

Neo Sports Broadcast Pte Ltd is a joint venture of Nimbus Communications Ltd. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus (“DRHP”) with the Securities and Exchange Board of India (“SEBI”). The Draft Red Herring Prospectus, is available on the website of SEBI at www.sebi.gov.in, on the websites of the book running lead managers at www.edelcap.com, www.macquarie.com/in/en/index.htm, www.centrum.co.in and of co- book running lead manager at www.pnbisl.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled “Risk Factors” of the aforementioned offer document.

"The equity shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (“U.S. Securities Act”) or any state securities laws in the United States, and, unless so registered, may not be offered or sold within the United States, or to, or for the account or benefit of, U.S. persons (as defined in Regulation S under the U.S. Securities Act (“Regulation S”)), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. There will be no public offering of the Equity” Shares in the United States