



TheOneAlliance adds 'NEO' to their bouquet of channels

Mumbai, 29 July 2010 : MSM Discovery Private Limited, popularly known as the 'TheOneAlliance', has always strategically partnered with the best channels in every genre so as to provide the viewers a wider and richer choice. In line with its "Best of Brands" philosophy, 'TheOneAlliance' bouquet today established a long-term strategic relationship with the most sought-after Sports channel of India - NEO Sports, for a pan-india distribution for its premium Sports channels' - NEO Sports and NEO Cricket.

Commenting on the tie-up, Man Jit Singh, CEO, Sony Entertainment Network said : "We are delighted to welcome NEO Sports and NEO Cricket to TheOneAlliance family. Having NEO with its coverage of BCCI cricket complements the strength the bouquet draws from IPL and gives our bouquet the two largest cricket properties and a year round sports presence. TheOneAlliance has a significant presence in every genre and is the strongest distribution bouquet in India."

Speaking on the partnership Harish Thawani, Chairman, NEO Sports Broadcast Pvt. Ltd. said, " TheOneAlliance and NEO Sports Broadcast Pvt. Ltd. distribution deal is a strategically sound arrangement. The OneAlliance has proven track record of quality distribution and NEO Sports Broadcast Pvt. Ltd. has key properties on NEO Cricket and NEO Sports. This deal will provide an extremely robust platform for higher reach and empower the viewers to consume quality sports properties".

N P Singh, COO, Sony Entertainment Network added, "TheOneAlliance has established itself as a very strong distribution bouquet by offering the best in class channels in every genre and the addition of NEO Sports and NEO Cricket further strengthens this positioning. We are extremely pleased to have these channels in TheOneAlliance family."

Rahul Johri, SVP & General Manager - India, Discovery Networks Asia-Pacific said, "Inclusion of NEO Sports to our portfolio reinforces the strength and potential of MSM Discovery. We are a strong brand with an extensive

distribution network and provide a compelling platform to our partners, giving them a distinctive competitive advantage. This alliance only reaffirms our strong positioning and commitment to offer the best”.

Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd. added, “TheOneAlliance leadership and capabilities in the distribution markets is well acknowledged and we are glad to be part of this leading network. We expect the NEO Sports and NEO Cricket to enjoy even higher reach and gain further strength through this strategic partnership”.

Rajesh Kaul, President, TheOneAlliance is optimistic about an explosive growth for the company. He said: “With the addition of the NEO channels, TheOneAlliance has further consolidated its leadership position in the industry. It is now uniquely positioned as the only distribution platform with quality channels in every genre - be it GEC, Factual entertainment, News, Movies, Action and Sports.”

NEO Cricket became the No. 1 sports channel for the year 2008 and 2009 (as per TAM data) and over the next few months will showcase more India international and domestic cricket than ever before shown on any sports channel including India v Australia, India v New Zealand, Challenger Series; Irani Trophy; Ranji Trophy Premier Cup for Vijay Hazare Trophy and All Star Series for the Deodhar Trophy. NEO Sports will showcase top drawer football- Bundesliga, premium tennis -WTA Tour, Davis Cup, Fed Cup, the very best golf -US PGA Tour, the world’s No. 1 motorsport series - NASCAR & the most elite badminton -Thomas & Uber Cup, BWF Super Series.

About TheOneAlliance

MSM Discovery Private Limited, popularly known as the ‘TheOneAlliance’ is a joint venture between Sony Entertainment Network and Discovery Communication and it distributes channels in various genres.

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. Cricket - the No. 1 sports channel for the year 2008 & 2009 in India by annual Gross rating points (Source- TAM 2008 & 2009) and 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 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.