



Experience the Non-Stop Cricket action this New Year on NEO Cricket with the India- Sri Lanka - Bangladesh tri series

Mumbai, 30, 2009: NEO Cricket brings to its viewer’s non-stop cricketing action this New Year starting with the Tri-Series to be played between India-Sri Lanka-Bangladesh. The channel will telecast the series live starting from January 4th 2010.

Commenting on the live telecast of the tri series on NEO Cricket, Mautik Tolia, Executive Vice President – Programming, NEO Sports Broadcast Pvt. Ltd. said, “This is another foot forward by NEO Cricket towards its commitment of bringing live cricket entertainment to all its viewers. NEO promises it’s viewers to witness some extravagant cricketing action during the series. The matches in the Tri-Series will also be tied with in-depth pre and post match analysis from experts in the cricketing space.”

Legendary cricketers like Sunil Gavaskar, Ravi Shastri, Laxman Sivaramakrishnan, Athar Ali Khan, Shamin Chowdhury and Ranil Abhinayake will share their expert views on the matches from the commentary box.

Post the Tri Series the excitement will continue on NEO Cricket with the India South-Africa series that will be aired live on NEO Cricket. So all you cricket hungry viewers stay glued to NEO Cricket this New Year season!

Schedule:

India- Sri Lanka-Bangladesh Tri Series 2010

<u>DATE</u>	<u>MATCH</u>	<u>VENUE</u>	<u>TIME</u>
04 Jan - Mon	Bangladesh vs. Sri Lanka	Shere Bangla National Stadium, Mirpur	12.30pm

05 Jan - Tue	Sri Lanka vs. India	Shere Bangla National Stadium, Mirpur	12.30pm
08 Jan - Fri	Bangladesh vs. Sri Lanka	Shere Bangla National Stadium, Mirpur	12.30pm
10 Jan - Sun	Sri Lanka vs. India	Shere Bangla National Stadium, Mirpur	12.30pm
11 Jan - Mon	Bangladesh vs. India	Shere Bangla National Stadium, Mirpur	12.30pm
13 Jan - Wed	Final	Shere Bangla National Stadium, Mirpur	12.30pm
17 Jan - Sun to 21 Jan	Bangladesh vs. India 1st Test	Zohur Ahmed Chowdhury Stadium, Chittagong	8.00am
24 Jan - Sun to 28th Jan	Bangladesh vs. India 2nd Test	Shere Bangla National Stadium, Mirpur	8.00am

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 in India by annual Gross rating points (*Source- TAM 2008*) 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 broadcasts to more than 30 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.

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