



## Press Release

### **NEO CRICKET to telecast Tri Nation cricket LIVE & EXCLUSIVE**

Mumbai, 19 May 2008: India v Pakistan cricket is back! Both teams will play each other in the Tri Nation Tournament starting 8<sup>th</sup> June 2008 at the Shere Bangla National Stadium in Dhaka, Bangladesh.

Bangladesh hosts the Tri Nation Tournament wherein all ODIs will be staged on a Day/Night basis starting at 3 PM IST (130 PM UAE / 530 PM Sing/HK and 630 PM Japan). **NEO Cricket** will air all matches LIVE & EXCLUSIVE in India, Middle East, Singapore, Hong Kong, Japan, Taiwan, Korea, Bangladesh & Sri Lanka.

Said Mautik Tolia, EVP – Programming, NEO Cricket, “India- Pakistan ODIs are the most exciting form of cricket and the Tri Nation’s format in a Day/Night backdrop provides for unparalleled viewer interests.”

**NEO Cricket** was licensed the rights to this tournament by **NIMBUS Sport** which exclusively represents the Bangladesh Cricket Board’s media rights on a long term basis.

In 2008, **NEO Cricket** will showcase an unprecedented level of India international cricket with at least 4 major series including the Tri Nation Series, the India v Australia Series in Sept-Oct 2008 and the India v England Series in Nov-Dec 2008.

**NEO cricket** also broadcasts 4 of the highest rated sports programs in India **Dial C for Cricket, Sportszone, Encounter & Cricket Tadka Marke** which are part of its line up of 10 ‘**Cricketainment**’ shows broadcast every week.

**NEO Cricket’s** sister channel **NEO Sports** showcases live broadcasts of top tier football (Italian Serie A & Bundesliga), tennis (the WTA Tournament and select ATP Tournaments), golf (US PGA Tour), badminton (Thomas & Uber Cup, BWF Super Series) amongst a host of other top drawer global events.



**For further information, please contact**

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