



The No. 1* Sports Channel

INTERNATIONAL CRICKET IS BACK WITH A BANG!

INDIA - AUSTRALIA SERIES RATINGS 32% MORE THAN IPL 2009!

Mumbai, 13th November 2009: International cricket in India has had a fantastic start with record ratings of the India - Australia. The ratings from TAM on a CS 4+ audience averaged 5.53 TVRs for 5 ODIs, which is 32% greater than the ratings of IPL 2009. The highest ratings peaked at 20.36 TVRs, which is 55% more than IPL 2009.

After an exciting India-Australia Series, the 6 months of non stop action on NEO Cricket continues with the India - Sri Lanka Series-, which begins from 16th November 09. The India - Sri Lanka series consists of 3 Test Matches, 5 ODIs and 2 T20s in a month long tour.

Commenting on the series, **Mr. Prasana Krishnan, COO at NEO Sports Broadcast Pvt. Ltd.** said, "The India - Australia series has been a tremendous success with record ratings, NEO Cricket continues the excitement for Indian cricket fans with Sri Lanka tour, given India's track record against them at home, fans can expect top quality cricket in all forms of the game."

Former cricketers like Mohinder Amarnath and Marvan Atapattu will be the hosts in the studio on Extra Cover, while Sunil Gavaskar, Ravi Shastri, L Sivaramakrishnan, Bruce Yardley, Brad Hodge, Russel Arnold and Ranil Abhinayake will share their expert views on the matches from the commentary box.

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 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

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.

For further information, please contact:

Avian Media	NEO Sports Broadcast Pvt. Ltd.
Surya Sadasivan	Manisha Sharma
9833909285	9892438262
surya@avian-media.com	manishas@neosports.tv