

“Subscribe and Get a chance to Watch India - Pakistan match in Jaipur”

A special contest by Neo Sports for all cricket fans in the Middle East

Mumbai, October 30, 2007: In the lead up to the India-Pakistan series that will be aired LIVE on Neo Sports, the channel has rolled out “Subscribe and Get a chance to Watch India - Pakistan match in Jaipur” - a contest for all cricket buffs in the Middle East countries - Kingdom of Saudi Arabia, Kuwait, UAE, Qatar, Bahrain and Oman. The contest kickstarted on October 16th & will be on till November 8th with a final lucky draw to be held on November 11th.

The six lucky winners and their companions will get an all expense paid trip from each of these countries to fly down to India and be present at the stands with thousands of fans as they go on to cheer their favourite team during the 5th ODI between India & Pakistan in Jaipur on November 18, 07.

Mr. Vikram Das, Senior Vice President, International & Syndication said, “We are delighted to partner with Arab Digital Distribution (ADD) for such an exciting campaign for the India-Pakistan series. This series has generated exceptionally high interest levels among the Asian community & cricket as a sport has always demanded a certain kind of viewership. Additionally, Pakistan is playing against India, in India after 2005, and hence with this contest we hope to take the excitement levels one step further & reach out to our viewers by bringing them as close to the game as possible.”

Commenting on this exciting offer, Mr. Vinod D’Mello, Executive Vice President - Group Strategy and Planning, Arab Digital Distribution (ADD) said, “India - Pakistan series has been more of a celebration rather than just a match for the Asian expatriates in the Middle East region. This campaign with Neo Sports offers our regional viewers and cricket fans an excellent opportunity to be a part of the excitement and passion that is part of every India - Pakistan cricket contest.

The promotions for the campaign would be channeled through television advertisements on Neo Sports and cross channel promotions which will air promos of the India-Pakistan cricket series and the “Subscribe & Win” contest. The extensive marketing campaign would comprise of a high frequency launch and topical ads in mainline publications along with region wide PR support pushing Pehla Silver & Pehla Gold packages. Some of the below the line activities will include internal and external sms push, POS at malls & distributor outlets, Pehla magazine and leaflet drops at community events.

About Neo Sports Broadcast Pvt. Ltd.

Neo Sports & Neo Sports Plus are owned by Neo Sports Broadcast Pvt. Ltd.

Neo Sports is India's 1st Cricket - Only TV channel and will telecast matches being played under the aegis of BCCI live. This will also include domestic cricket. The channel will also showcase various cricket related programming, interviews with top cricketers, analysis and other shows around cricket.

Neo Sports Plus is a 24-hour sports entertainment television channel launched by Neo Sports Broadcast Pvt Ltd. The channel will bring to life, action from sporting disciplines from all over the world.

On the soccer front, Neo Sports Plus has acquired properties linked to India's favourite footballing nations via premier leagues like Bundesliga & Serie A. It also has one of the best motor sports action in the form of V8 Supercars. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like Sudirman Cup, The Thomas Cup, The Uber Cup & The World Badminton Championship.

The channel broadcasts on PAS 10 satellite. Neo Sports Broadcast is a broadcasting & media company promoted by Nimbus Communications Limited.

For further information contact:

Amrita Pai
Neo Sports Broadcast Pvt. Ltd.
Nimbus Centre
Oberoi Complex
Andheri West
Mumbai
apai@neosports.tv
Mobile: +91 98218-72502

Vivian Castelino
CMCG India Pvt Ltd
A/ 4, New Shiv Kutir,
Veer Savarkar Marg, Dadar (West)
Mumbai
vivian.castelino@cmcgindia.com
Phone: 022-2445 0991