



John Abraham to discuss cricket exclusively on NEO Cricket's show "Extra Cover" during promotions of his forthcoming film, "Jhootha Hi Sahi"

Mumbai, October 16, 2010: Riding on the wave of an action-packed India - Australia series, NEO Cricket continues to entertain cricket fans across the country. Heartthrob **John Abraham** will be present exclusively on "Extra Cover", a programme enveloping the live cricket on NEO Cricket on October 17, 2010. John along with NEO anchor RK will share his expert comments on the 1st ODI match to be played between India and Australia, live on NEO Cricket .

The viewers watching "Extra Cover" will witness a very exclusive and interactive session with the John Abraham. Apart from this, a series of SMS driven contests will be run on NEO Cricket giving its viewers a chance to win loads of prizes.

A notably upbeat John says, "Jhootha Hi Sahi tied up with NEO Cricket to promote the India-Australia series and eventually India took Australia to the cleaners! So given that we're Team India's lucky mascots, we decided to extend the association further and I'm extremely excited to be on Extra Cover! Here's to hoping Jhootha Hi Sahi brings the Indian Team more luck in the days to come."

Commenting on the occasion, Mautik Tolia, Executive Vice President - Programming, NEO Sports Broadcast Pvt. Ltd said, "NEO Cricket is pleased to have John Abraham on it's show Extra Cover for the first time ever. It is going to be one special experience for the viewers to get John's insight during the 1st ODI between India and Australia, to be played in Kochi. After

completing a stupendous and historic clean sweep of Australia in the Tests, MS Dhoni's Men in Blue will want to taste success in the 50-over format. And this makes it one match and one show that no one can afford to miss.”

“Cricket & John both have immense fan following in India. So Saregama India Ltd. couldn't have a better combination than this for promoting our upcoming film 'Jhootha Hi Sahi'. This strategic tie-up between Saregama & NEO Cricket will get fans hooked on to TV not only for the match, but also get to see their favourite star John.” adds Apurv Nagpal, MD, Saregama India Ltd.

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the number one ranking in the half hour cumulative ratings for sport channel as per TAM viewership data for calendar years 2008, 2009 and for the period from January 1, 2010 to July 31, 2010 (Source: TAM People Meter Systems) and NEO Sports – the dedicated sports channel.

NEO Sports offers sports like 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.

NEO Cricket is a cricket centric TV channel and currently broadcasted in more than 25 countries. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI’s, T20 and Test matches.

Disclaimer

NEO Sports Broadcast Private Ltd is a joint venture of Nimbus Communications Ltd. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus (“DRHP”) with the Securities and Exchange Board of India (“SEBI”). The Draft Red Herring Prospectus, is available on the website of SEBI at www.sebi.gov.in, on the websites of the book running lead managers at

www.edelcap.com, www.macquarie.com/in/en/index.htm , www.centrum.co.in and of co- book running lead manager at www.pnbisf.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the aforementioned offer document.