



## NEO channels enter into long term agreement with Sun Direct

**Mumbai 28 January 2009:** NEO Sports Broadcast Pvt. Ltd. (owner and operator of the two 24x7 pay TV Sports channels NEO Cricket and NEO Sports) and Sun Direct TV Pvt. Ltd. have entered into a long term agreement for which the two NEO channels will be made available to subscribers of Sun Direct.

Pursuant to the agreement, the NEO channels have already commenced transmission on the Sun Direct platform. Sun Direct has a strong presence in South India and has over the past few months launched its DTH operations on a pan-India basis.

Said Arun Poddar, President – Affiliate Sales & Platforms, NEO, “As the most widely distributed sports bouquet in India, subscribed to by approximately 90% of all cable & satellite homes, we are delighted to add Sun Direct as a valuable partner in the digital space in our quest to be the first sports bouquet to be subscribed to by 100% of the cable & satellite universe”.

**NEO Cricket became the No. 1 sports channel in 2008** (as per TAM data) and over the next 12 months will showcase more India international cricket than ever before shown on any sports channel including India v Sri Lanka in Sri Lanka, Afro Asia Cup in Kenya, India v Australia in India, India v Sri Lanka in India, India-Bangladesh-Sri Lanka Triangular in Bangladesh and India v South Africa in India.

NEO Sports will showcase in 2009 top drawer football (Italian Serie A & Bundesliga), premium tennis (WTA Tour, Davis Cup, Fed Cup), the very best golf (US PGA Tour), the world’s No. 1 motorsport series (NASCAR) & the most elite badminton (Thomas & Uber Cup, BWF Super Sries).

NEO Cricket boasts of an impressive line of custom produced programming including the No. 1 sports show in the country **Dial C for Cricket** as well as the No. 1 sports update show **Sportzone**.

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