



Strong Growth Momentum for WSH

Double the tune-ins of EPL; 30% week-on-week growth

Mumbai, March 14, 2012:

The weekly tune-ins in the second week for Bridgestone World Series Hockey has grown from 6.3 million to 8.15 million, a robust increase of around 30%. Infact, the weekly tune- ins for WSH is almost double that of English Premier League (EPL) in the same period.

Event	Weekly Reach (Mn)
WSH	8.15
EPL	4.22

Source – TAM, CS 4+, 4th to 10th Mar, 2012

Within the first few days, the inaugural Bridgestone World Series Hockey has emerged as the second biggest sporting league in India after the IPL. With increased consumer traction and high levels of buzz and awareness, the league is poised to achieve exponential growth.

Event	Average Weekly Reach (Mn)	WSH higher by
WSH	7.23	
EPL	2.82	156%
F1	0.99	630%

I League	0.44	1543%
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Source – TAM, CS 4+, Weekly Reach in Mn

Nimbus Sport COO Yannick Colaco said, “Increasing week-on-week tune ins is a clear testimony of the strength of the product. WSH is a sports power brand that will deliver spectacular results for all the stakeholders – players, franchises, advertisers and above all ‘the under served’ hockey fans. The tune-ins will further increase as we approach the business end of the tournament and all the teams are evenly poised. Never before, have fans witnessed such top drawer and high scoring non-stop prime time hockey action.”

About Bridgestone World Series Hockey™

A joint initiative between the Indian Hockey Federation (“IHF”) and Nimbus Sport, Bridgestone World Series Hockey™ was conceived with the objective of reinvigoration of the sport of hockey in India and making hockey the “sport of choice” for young Indians. For the first time a significant guaranteed investment into infrastructure and players will give the game a big boost. With a total prize purse of approximately US \$2 million, Bridgestone World Series Hockey™ will be an annual event with a multi city franchise-based model. The inaugural tournament will be played with eight teams across India. . The action packed league of 59 matches featuring 200 players from India and across the world will be televised LIVE across 30 countries on multiple media platform.