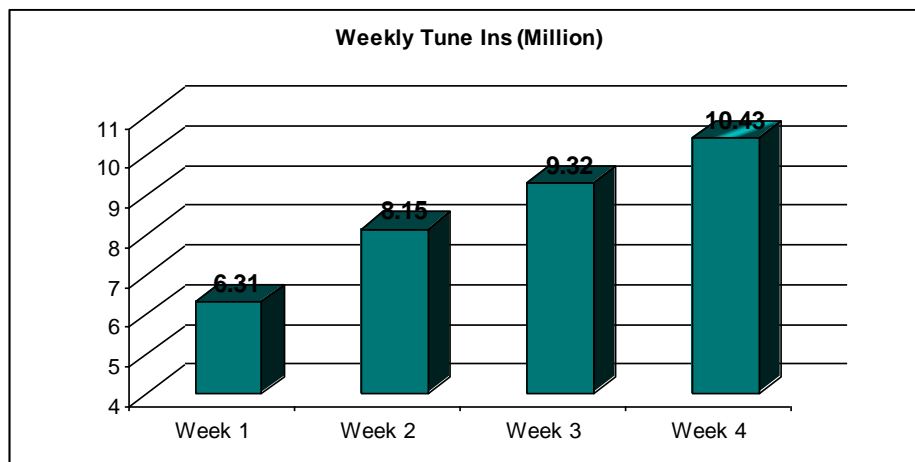


WSH Ratings – A Phenomenal Growth Story

Triple the tune-ins of EPL; 65% growth since launch week

Mumbai, March 29, 2012:

The weekly tune-ins in the fourth week of Bridgestone World Series Hockey has grown to a whopping 10.43 Million viewers, a stellar growth of more than 65% since the launch week (6.31 Million).



Source – TAM, CS 4+

The cumulative reach for the championship is an overwhelming 25 million. This is set to increase significantly as the league has entered the business end. All the matches continue to be high scoring and thrilling as the race for the ‘Semi Final spots’ gets more intense.

Event	Average Weekly Reach (Mn)	WSH Multiple
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WSH	8.55	
EPL	2.86	299%
F1	0.99	864%
I League	0.44	1943%

Source – TAM, CS 4+, Weekly Reach in Mn

Nimbus Sport COO Yannick Colaco said, “It is indeed heartening to see such strong week on week growth for WSH. This week’s ratings are very significant as inspite of being head on with the Asia Cup; the viewership has increased by 25%. Similarly the weekly reach has continued to grow clearly demonstrating increased interest from the viewers. There is no doubt that WSH has booked a place in the consumer’s mindspace as the second biggest sports league in India after IPL”

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. Bridgestone World Series Hockey™ will be an annual event with a multi city franchise-based model. The inaugural tournament is played with eight teams across India. . The action packed league of 59 matches featuring 200 players from India and across the world is televised LIVE across 30 countries on multiple media platforms.