

**John Wright to add special 'insider' touch to  
extraaa innings for the ICC Champions Trophy on MAX!**

This year with ICC Champions Trophy 2006, a bigger & better extraaa innings returns to MAX. extraaa innings is the original and most innovative cricket wrap-around programme this country has seen. In line with its theme of blending cricket and entertainment, extraaa innings will have on its panel, the former coach of the Indian cricket team, John Wright. With Wright on the panel, the show will reflect the perfect blend of serious cricketing action with wholesome entertainment. Some of the other big names on the extraaa innings expert panel are Geoffrey Boycott, Tony Greig, Ian Chappell, Barry Richards, Sanjay Manjrekar, Navjot Singh Sidhu, etc - virtually the who's who of the cricketing world.

At the peak of his career as a cricketer, the genial yet very firm Wright was renowned for his fighting qualities. He went on to become the first Kiwi batsman to pass 4000 runs in Test cricket. A left-handed opening batsman with a sound defensive technique and a full array of strokes, Wright was a key member of the New Zealand team in the eighties. In his 82 Tests, Wright has scored 5334 runs with 12 hundreds and 23 half-centuries.

India reaching the finals of the 2003 ICC Cricket World Cup is the main highlight of his coaching career. Besides being the Indian coach, Wright was also coach to the World XI team that played Australia in the ICC Super Series 2005. His recent book, 'Indian Summers' describes his experiences as coach of the Indian Cricket Team and is already a huge hit with cricket buffs. Hugely respected in India for his role in shaping the Indian team, Wright will share his vast cricketing knowledge and insights about the Indian team.

*According to Mr. Albert Almeida, Executive VP & Business Head, MAX, "We are happy to be associated with an eminent personality such as John Wright. With him on the expert panel of extraaa innings, we believe that our viewers will get a spectacular treat - both in terms of his cricket knowledge and his 'insider' views on the Indian team*

*Speaking on his new innings, John Wright said, "I am delighted to be associated with MAX's telecast of the ICC Champions Trophy starting in October. Having been an integral part of the Indian cricket team, I am well aware of the passion Indians have for this wonderful game. India has always been special for me and I am looking forward to joining the extraaa innings team for this prestigious tournament."*

*"While extraaa innings is the only show that judiciously blends cricket and entertainment, John Wright's inclusion in our expert panel is further proof of how seriously we take our cricket. As always, extraaa innings will continue to enthrall our viewers with the biggest and best of cricket and entertainment." said Sneha Rajani, Programming Head, MAX.*

The first time when MAX telecast the ICC Champions Trophy in 2002, it created viewer ship history and marked the turning point in the way cricket was telecast in India. It converted a 7-hour game of cricket watched by a predominately male population into an 11-hour entertainment extravaganza watched by the entire family. Today, MAX stands tall as the innovator and thought leader as far as cricket entertainment is concerned.