

Media Release

MAX unleashes yet another innovative marketing campaign for the Johnnie Walker Super Series –

- THE SERIES TO AIR LIVE & EXCLUSIVE ON MAX!

September 22nd, 2005 - In keeping with its proposition of bringing its viewers the biggest and best of movies and cricket, MAX, the Premium Movies & Special Events channel, will air live and exclusive, *this year's most eagerly awaited Cricket tournament, the Johnnie Walker Super Series*, in October 2005.

Think of India's Premium Movies and Special Events channel MAX, and what follows automatically is the channel's tagline, **Deewana Bana De**. MAX has always been a step ahead with its innovative and pioneering concepts, whether it's the unique programming initiatives or unconventional marketing ideas. In keeping with its strategy of broad-basing cricket viewership, MAX has launched a very entertaining and captivating campaign that reflects its 'Deewanapan' for Cricket yet again.

Think Australia and cricket and you wish you could see them beaten. That's the universal sentiment across the world. The Aussies have dominated world cricket and have scarred every opponent in the process. The "How to beat Australia" campaign is a wacky take on this sentiment! The campaign aims at involving the common man's ideas on how to beat the gurus in cricket and keeping this in mind, MAX kick-started its campaign with an exciting '**How to beat Australia Contest.**' The contest invited viewers from across the country to participate and send their ideas on how to beat Australia, the wilder and wackier, the better. 11 lucky winners have already been shortlisted and are heading to Australia to witness the Super Series, live in Melbourne! This campaign aims at generating huge excitement and create a 'Talk around the Town' with its witty and smart ideas on how to beat Australia, executed across multi-media.

The campaign consists of 4 very entertaining spots on-air and is backed by an extensive outdoor and print campaign that has a wide spectrum of ideas that are sure to surprise and involve viewers. To build the viral nature of the campaign and drive buzz for the Super Series this campaign will include an extensive van campaign (across 56 cities and towns) and will be fuelled via Radio, the internet and the channel's short code 2525.

Speaking on the upcoming Johnnie Walker Super Series, **Albert Almeida, Executive Vice President & Business Head - MAX**, said, "*MAX has consistently set benchmarks in the industry with its innovative marketing and promotional campaigns, receiving accolades in India and internationally. This time too supported by the innovative and groundbreaking 'How to Beat Australia' campaign, the Johnnie Walker Super Series is sure to leave viewers saying "Deewana Bana Diya!"*

About MAX

MAX, India's premium Movies and Special Events channel, backed by Sony Pictures Television International (SPTI), provides its viewers with the biggest and best of Hindi Movies and Special Events including the best limited overs ICC Cricket tournaments all the way till 2007 ending with the ICC Cricket World Cup 2007. With Extraaa Innings, MAX changed the rules of cricket presentation in India during the ICC Cricket World Cup 2003, and made it an entertaining affair that set viewership records. Thanks to pioneering concepts like Extraaa Innings and Extraaa Shots, combined with its innovative Programming and Marketing initiatives, MAX has been widely acclaimed and recognized in the media marketplace with several top awards. Launched in 1999, MAX is today the fastest growing channel in its category, reaching out to over 32 million people in India. MAX is part of the bouquet of channels distributed by the TheOneAlliance, which is a joint venture between SET India Pvt Ltd and Discovery Communications India. Other channels in TheOneAlliance bouquet are SET, Discovery, MTV, Animal Planet, AXN, ANIMAX, NDTV 24X7, NDTV India, NDTV Profit, Ten Sports, SAB TV and NICK.

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