

ZEE TV AND NETWORK OF INDIAN PROFESSIONALS ANNOUNCE PARTNERSHIP BRINGING SOUTH ASIAN DIASPORA INTO SPOTLIGHT

Partnership Empowers South Asian Community Via Professional Networking, Public Speaking Engagements and Community Outreach

July 26, 2010 (NEW YORK, NY) – Zee TV, the premier South Asian entertainment network, and Network of Indian Professionals (NetIP), the leading nonprofit organization dedicated to the overall achievement and advancement of South Asian professionals, today announced a partnership to empower the South Asian community through professional networking, public speaking engagements and community outreach. With more than 2 million Zee TV viewers and NetIP's reach of over 350,000 people across North America, this partnership connects two of the most influential South Asian organizations in the United States to create the nation's largest professional network of successful South Asians in business, media & entertainment, finance and technology.

"Both Zee TV and NetIP have become a part of people's lives by shining the spotlight on the professional, personal and community achievements of South Asians, no matter where they live in the world," says Subroto Bhattacharya, Zee TV's Country Head for the Americas. "This partnership reiterates that Zee TV is the entertainment network of choice for South Asians because we make it easy, fun and rewarding to connect to their culture and values through original, innovative TV content and programming."

Recognizing the pivotal role of social media and word of mouth marketing to advance the South Asian diaspora in the United States, Zee TV and NetIP will co-produce e-marketing messages, newsletters, blogs and publicity to increase the profile of their respective audiences – TV viewers, consumers, professionals and South Asians as a culturally diverse mix of East-West values.

As the annual NetIP Conference prepares to take Seattle by storm August 20-22, 2010, Zee TV will host an exclusive panel about the ways in which pre-conceived character developments, story lines and even wardrobe decisions on popular American TV shows shape Americans' understanding of and connection to South Asian cultural norms, traditions and values. Featuring high-profile media and entertainment figures, the panel will further solidify Zee TV's belief in creating real social change in the world through an interactive exchange of ideas and dialogue.

"Integrating Zee TV with our expansive network of South Asians is a truly groundbreaking partnership for NetIP," says Sundip Arora, President of NetIP North America. "Zee TV has a deeply rooted connection to South Asian culture and values, as well as an enormous viewer base that will add tremendous value to our core network of South Asian professionals."

About Zee TV

Zee TV – the name that has become synonymous with unparalleled quality in entertainment – has been a dominant player in broadcasting content for more than 17 years in the national and international space. As an Indian channel, Zee TV is committed to supporting the values and traditions that appeal to South Asians across the globe.

In July 1998, Zee TV expanded its presence in the international space by establishing itself as a mainstay in American households, reaching more than 2 million viewers. As the undisputed leader in the market for over 11 years, Zee TV has successfully evolved its content to meet the changing needs of the market across genres and languages. The network caters to a wide audience with a growing number of channels, including Zee Cinema, Zee Sports and Alpha ETC Punjabi.

About NetIP

The Network of Indian Professionals (NetIP) is a professional, non-profit organization dedicated to the overall achievement and advancement of South Asian professionals. The primary focus of the organization is to foster a bond among South Asian professionals to unite and support each other locally, as well as to give back and contribute positively to the communities in which they live and work.

Today, the organization's collective reach is over 350,000 people in North America between its radio show, subscribers, members, social media, partners and affiliates. With chapters in 24 cities across the United States and Canada, NetIP has become a premier networking brand over the years. It is the unequivocal voice for an emerging group of South Asians who excel in every aspect of western society, from business to politics to the arts. The rise of NetIP and its affiliated chapters reflects a general "Coming of Age" by South Asian professionals. For more information visit www.netip.org

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Media Contact:

Ragini Bhalla
Asia TV USA Ltd.
Phone: (646) 745-9019
Email: Ragini.bhalla@asiatvusa.com

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