

For Immediate Release

Neeraj Arora Appointed Sony Entertainment Network's Head of International Business.



Spectacular rise for executive results in promotion to Executive Vice President & Head of International Business for Sony Entertainment Network.

London, England (29th June 2010) – Neeraj Arora has been appointed as Sony Entertainment Network's Head of International Business & has also been promoted to Executive Vice-President, taking over from Rajan Singh who finishes his term on 30th June 2010, it was announced today by Man Jit Singh, CEO, Sony Entertainment Network (SEN) which has 3 channels in the international market – flagship channel Sony Entertainment Television Asia, MAX & SAB.

Man Jit Singh stated, "We are incredibly lucky to have Neeraj Arora who in six years at Sony, has progressed from Vice President to Head of International Business & Executive Vice President. His rise is a testament to his dedication and ability and I look forward to a continuation of great things from our International team that he will be managing."

Arora added, "It is a combination of excitement & immense pride for me to lead Sony Entertainment Network to greater heights. I look forward to newer challenges in the role, especially turning to reality my vision – making Sony Entertainment Network the most preferred provider of non-stop family entertainment across genres for the global South Asian diaspora."

Although Arora will continue to be based in London, with major channel operations across 5 continents in North America, Europe, Africa including Middle East, Asia & Australia; he will have several overseas offices report to him.



Neeraj Arora joined Sony Entertainment Network in 2004 as Vice President – International Business from B4U Network.

Originally from India, Arora held a variety of senior positions within the Asian media with stints at Zee Network both in India & UK and at B4U Network in the UK. At B4U Network, he spearheaded the company's aggressive foray in international territories.

Sony Entertainment Network through its channels SET Asia, MAX & SAB is available in over 100 countries around the world. The channels offer their viewers a distinctive blend of entertainment programmes twenty-four hours a day including news, cricket, soap operas, dramas, sit-coms, concerts and Bollywood movies. SET Asia can be found on the internet at <http://www.setasia.tv>

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