

Date: 17th December, 2008

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Viedea Capital Advisors was the sole financial advisor in this transaction

Bangalore, 17th December 2008: Viedea Capital Advisors today announced completion of the first round of funding for Leander Sport Pvt. Ltd. (Leander Sport), a sports management and marketing company promoted by Indian tennis legend Leander Paes. The first round of venture financing has been raised from multiple angel investors.

Investment bankers **Viedea Capital Advisors** were the advisor to Leander Sport on the transaction. "Viedea specializes in raising capital for innovative businesses and we are proud to be associated with an iconic brand like Leander. We expect to do a larger institutional fund raise for the company in 8-12 months to fund growth and expansion", said Uday Disley, Director of Viedea Capital.

Commenting on this occasion, Leander Paes said, "Enabling another human being to achieve sporting success is as satisfying as winning on your own, and I hope I can achieve that through our company. I want to be able to impart the learnings and the knowledge that I've gained on the tour."

Leander Sport was established to help clients understand and leverage opportunities in the area of sports, entertainment, media and sports infrastructure.

Ara Pararajasingham, Director of Leander Sport said, "We want to be part of the sports transformation in India and to have the confidence of the investor community re-affirms the exciting times ahead for all of us."

Talking about the athletes and sportspersons managed by Leander Sport, Mr. Pararajasingham said, "Aside from Leander Paes, we currently manage the greatest spin bowler of all time, Muttiah Muralidaran along with Mumbai Indians' explosive opening batsman, Sanath Jayasuriya. Our fraternity also includes Rahil Gangee of the Asian Golf Tour and Chennai based A1 Grand Prix driver Parthiv Sureshwaran."

"Our strategic tie-up with Maya Entertainment Limited, to produce a stream of engaging content aimed at the active lifestyle market, is part of our broader corporate strategy," Mr. Pararajasingham added.

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About LeanderSport

Leander Sport offers clients marketing and branding services such as sponsorship consulting, brand licensing, sponsorship sales and media property creation & management. Leander Sport accomplishes this by leveraging its relationships with athletes and by harnessing an array of sporting and entertainment properties. The company has also forayed into sports infrastructure consulting and implementation.

For More Information Please Visit www.leandersport.com

About Viedea Capital Advisors

Viedea is a boutique investment bank founded in 2007. The Viedea team has operating experience in technology and technology enabled services as well as transaction execution experience, thus enabling it to offer high quality deal advisory. Viedea's focus sectors include Technology products, IT Services and technology enabled B2C and B2B services across verticals such as Education, Digital Media & Internet, Mobile VAS, Defense and Aerospace, etc.

For More Information Please Visit www.viedea.com