

PRESS RELEASE*For immediate release***BANGALORE set to win this IPL**

Mumbai, April 12, 2010: The Bookie industry is capitalizing on the success of the Indian Premier League with the hot topic of discussion being who is going to win the IPL this year. Not wanting to miss out this opportunity, Madison Media, has come up with its own betting game, but with a twist. At the start of the IPL season Madison Media announced its own **Madison Prediction League** where Madisonites across the country had to use not their gambling instincts but their professional skills to predict the ratings for each IPL match based on a defined Target Audience and market. 23 teams comprising of 2 Madisonites each from across the country are in the race including Godrej Gladiators, Indianoil Warriors, Dish Challengers, and many more. The Madison league also offers a rich booty to the winners with the total prize money of Rs. 50,000/- Prizes are provided by Madison clients, TVS and Levis who are the Presenting and Associate Sponsors.

Out of the total 60 IPL matches to be played, Madison has planned to run the contest for 30 matches of which 15 have concluded. As of now *Primetime Penetrators*, the team from Bangalore is leading.

For eg – For the last Kings XI Punjab and Royal Challengers Bangalore match held on 2nd April, Madisonites had to predict the TVR for Tamil Nadu market for 23-44 All Adults, CS Households, SEC ABC. The team from Mumbai – The Maratha Isyan won the contest, coming closest to the actual TVR of 4.69 by predicting a TVR of 4.3.

Says **Mr. Rajiv Gopinath, COO, Madison Media Infintiy Unit 2**, who has conceptualized the contest, *“This contest provides the team a good break from work and also help to bring people from various offices together, besides honing their professional skills”*.

Madison Media was recently in the news for winning Shriram Transport Finance and the General Motors Media AOR for a period of 3 years. Other clients of Madison Media include large and media savvy advertisers like Airtel, Godrej, Cadbury and Coca-Cola.

The Rs. 2300-crore Madison Media Group is a part of Madison World, a diversified Communication Group, which also has specialist units in Advertising, Out-of-Home, PR, Rural, Retail, Mobile, Sports and Entertainment, employing over 800 communications professionals across India, Sri Lanka and Thailand.

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