

## **ASIAN TELEVISION NETWORK'S 24 HOUR ASIAN CHANNEL TO BE CARRIED BY ROGERS CABLESYSTEMS**

***February 25, 1999 (Toronto, Canada)***

Asian Television Network (CDN:ATNL) is pleased to announce that it has signed a multi-year agreement with Rogers Cablesystems Limited for the distribution of Asian Television when Rogers launches its digital service shortly.

Rogers, the largest cable company in Canada, serves many areas in Canada where members of the South Asian community reside, in particular in the Greater Toronto Area and Vancouver. "We are ecstatic about our launch on Rogers Cablesystems," said Shan Chandrasekar, the President and C.E.O. of Asian Television Network, "We have received an incredible number of calls from Rogers subscribers from both Ontario and British Columbia who are looking forward to receiving our service. We are confident that there is a strong pent up demand for ATN from these people who have been waiting over 15 months since we initially launched our service and expect that it will provide a healthy increase to our subscriber base."

Asian Television previously reached an agreement with Shaw Cablesystems and has been available in many of its viewing areas since May 1998. On February 15, 1999, Asian Television began broadcasting a second channel featuring Sun TV, on its U.S. platform, providing more quality entertainment by satellite in the United States for the Indian community. Asian Television is also in discussions with Vidéotron in Montréal. Asian Television is already available on Bell ExpressVu, Star Choice, Look TV, Delta Cable and other systems.

Asian Television is the only broadcaster in Canada licensed to broadcast specialty-programming 24 hours a day aimed at the South Asian community in Canada. It also broadcasts 24 hours a day across Canada, the U.S. and the Caribbean by both cable and direct-to-home satellite services as a premium pay specialty channel. Asian Television is the longest running channel broadcasting in the United States via the Telstar 5 satellite to the South Asian community, 24 hours a day, 7 days a week Asian Television, listed on the Canadian Dealer Network, has 23,237,240 common shares issued and outstanding. For more information about the Company, visit its website at [www.asiantelevision.com](http://www.asiantelevision.com)

### **INVESTOR RELATIONS:**

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