

ATN WINS EXCLUSIVE CANADIAN RIGHTS FOR THE INDIA PAKISTAN
CRICKET SERIES 2004
March 9th, 2004

Newmarket Ont, Canada - ATN – Asian Television Network International Limited is delighted to announce that it has won the exclusive Canadian rights to all forms of video and broadcast distribution live and delayed basis, including, without limitation, television, wireless and all forms of alternative distribution excluding the internet, for the upcoming Historic India – Pakistan cricket series.

The series consists of five "One Day Internationals" and 3 Test Matches for a total of 20 days commencing March 12th to April 17th, 2004. "We hope this will be bigger than the last world cup and we are absolutely proud to bring this to cricket fans across Canada. " said Shan Chandrasekar, President and C.E.O. of ATN. "We will make it available live on a pay per view basis to all Canadians through cable and Star Choice via Viewer's Choice and through Bell Express VU Pay Per View. One hour highlights will be shown exclusively on the ATN channel.

The Indian and Pakistani teams will include some of the top most cricketers in the world. A recent article by Mathew Pennigton of Associated Press states "Work will come to a halt, restaurants and tea shops in big cities and remote villages will swell with people and millions of TV's on both sides of the border will be tuned on: It is India's first full cricket tour of Pakistan since 1989. Indian batsman Yuvraj Singh described it as the mother of all games."

ATN is also delighted to announce that in addition to the India - Pakistan tour of 2004, it has an option to acquire the exclusive Canadian rights from ARY Digital to broadcast all Pakistani home matches VS India, England, Sri Lanka, Australia, Zimbabwe, West Indies & South Africa through 2008.

Asian Television Network International Limited (ATN) is Canada's largest South Asian Broadcaster with four digital specialty channels in operation, 24 hours a day 7 days a week. ATN has won additional digital licenses from the Canadian Radio Television and Telecommunication Commission (CRTC) for broadcasting to Canada's multicultural communities. In 1987, ATN was the first to bring the World Cup Cricket live via satellite to Canada and has since been an ardent supporter and distributor of the game in Canada. ATN has programming alliances with leading South Asian broadcasters such as; Zee TV, B4U, Sony Entertainment Television Asia, Alpha Punjabi and ARY Digital TV.

ATN is a publicly traded company listed on the Toronto Venture Exchange, TSX, with the symbol SAT. For more information on ATN visit: <http://www.asiantelevision.com> or telephone Carol Lynn at 905-836-6460.

For Cricket information please call your Cable Company, Viewer's Choice or Bell Express Vu.