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ATN SUBSCRIBERS TO RECEIVE CRICKET LIVE AND AT NO EXTRA COST

ATN - Asian Television Network International Limited is pleased to announce that it has secured the exclusive rights to telecast the cricket Test Matches between Pakistan and India.

ATN will present the games live all across Canada from Pakistan from Saturday March 27th to Saturday April 17th. . The games will start at prime time, 8:30 PM PT, 11:30 PM EST and are at no extra cost when you subscribe to the ATN channel.

The series consists of 3 Test Matches with 5 days per match. That is over 120 hours of live cricket "It appears the recent one day Internationals between India and Pakistan has created a greater impact than the World Cup in these countries and we at ATN are delighted that we are among the first in Canadian history to bring these cricket test matches live, exclusively to our subscribers. " said Shan Chandrasekar, President and C.E.O. of ATN. One hour highlights will also be shown exclusively on the ATN channel." The Indian and Pakistani teams will include some of the top most cricketers in the world.

To receive the ATN channel please call your local Canadian cable or satellite company. 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 CRTC for broadcasting to Canada's multicultural communities. 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.