

## **ATN LAUNCHES TWO MORE CHANNELS ON SHAW DIGITAL**

**TORONTO, CANADA, September 3, 2004** – “Asian Television Network is delighted to announce the launch of two more of its popular channels on Shaw Cable in Western Canada” said Mr. Shan Chandrasekar President and CEO of ATN.

“Shaw Communications Inc. has launched the hottest South Asian Channels available today, B4U and Alpha Punjabi on Shaw Digital” said Mr. Peter Bissonette President & CEO of Shaw Communications Inc.

B4U is the blockbuster movie channel of the Indian world, offering the best of Bollywood and hit entertainment 24 hours a day. Alpha Punjabi offers a full range of programming celebrating Punjabi culture through arts and music programming, news and public affairs, movies and film features, and other family oriented programming, including the delayed live broadcast of Shabad Gurbani from the Golden Temple in Amritsar, India

B4U (Channel 137) and Alpha Punjabi (channel 136) are available for Shaw Digital customers in Vancouver, Kelowna, Penticton, Vernon, Calgary, Edmonton, Red Deer, Lethbridge, Fort McMurray, Lloydminster and Medicine Hat. Customers can subscribe to each channel individually at \$14.95 or both can be purchased for \$24.95 per month.

Shaw Digital is the connection to a world of ethnic programming, including ATN’s first channel which has the best of ZEE TV programming. Full details on the new channels and Shaw Digital are available at [www.shaw.ca](http://www.shaw.ca) or by calling 1-888-472-2222

ATN owns and operates five television channels across Canada and has programming alliances with leading Broadcasters such as ZEE TV, B4U, Sony Entertainment Television, Alpha Punjabi, JAYA TV and ARY Digital. ATN has been awarded more digital television licences by the CRTC.

ATN is a publicly traded company listed on the Toronto Venture Exchange, TSX, with the symbol SAT.

For more information about the Company, visit its website at [www.asiantelevision.com](http://www.asiantelevision.com).

Or telephone 905-836-6460