

ATN WINS MORE CRICKET RIGHTS

TORONTO, CANADA, October 14, 2004 – Asian Television Network is delighted to announce that it has again been successful in winning the exclusive Canadian rights for the current 2004 Cricket matches between India vs Australia, Pakistan and South Africa. The sublicensing rights include all forms of television broadcasting including theatrical and closed circuit.

The exciting Cricket Test Matches between the World Cup finalists, India and Australia can be seen live throughout October and November 2004 exclusively on the ATN Channel via cable and DTH across Canada. Current ATN subscribers can see these games live at no extra cost on several cable systems and Bell ExpressVu and Star Choice across Canada.

ATN owns and operates 5 digital television specialty channels across Canada and 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.

Or telephone ATN at 905-836-6460