

INDIA - PAKISTAN CRICKET 2005 LIVE ON ATN

TORONTO, CANADA, March 7, 2005 – Asian Television Network is proud to announce that it has won the exclusive Canadian rights for the current 2005 Cricket matches between India and Pakistan. The sublicensing rights include all forms of television broadcasting including theatrical and Pay Per View. ATN will present these exciting games live all across Canada from Monday March 7th. The games will start at prime time, 7:30 PM PT, 10:30 PM EST when you subscribe to the ATN channel.

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 plans to launch the one day internationals on Pay Per View

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 and the cricket schedule visit its website at www.asiantelevision.com

Or telephone ATN at 905-836-6460