



NEWS RELEASE

ATN WINS THE CANADIAN RIGHTS FOR THE INDIA - WEST INDIES - SRI LANKA CRICKET SERIES - 2005

TORONTO, CANADA July 11, 2005, Asian Television Network International Limited (ATN) (TSX-SAT), is delighted to announce that it has secured the exclusive Canadian distribution rights for the upcoming Triangular Cricket series featuring India, West Indies and Sri Lanka Commencing July 13, 2005. The test matches will be shown live exclusively on CBN (Commonwealth Broadcasting Network) currently available on Rogers channel 640. CBN will also rebroadcast the games. ATN will soon announce it's plans for the telecast of the ODI's. To subscribe to CBN or other ATN channels please telephone Rogers Digital Cable toll free at 1-888-764-3771, and for details visit our website at www.asiantelevision.com

ATN owns and operates six television channels and has been awarded more licenses by the CRTC. ATN has programming alliances with leading Broadcasters such as ZEE TV, B4U, Sony Entertainment Television, Alpha Punjabi, JAYA TV, ARY Digital, NDTV, ATN Bangla and Aastha TV.

ATN is also expanding its services to the radio market. Canadian Satellite Radio (CSR) and ATN signed a Memorandum of Understanding regarding production for the Mosaic channel. CSR is associated with XM Satellite for coverage across Canada and the United States.

FOR MORE INFORMATION:

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