



## **NEWS RELEASE**

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### **ATN TO LAUNCH MORE DIGITAL TELEVISION CHANNELS**

**TORONTO JULY 28, 2005: Asian Television Network International Limited (ATN) (TSX-SAT) is delighted to announce that it will soon add Zee Cinema, Zee Gujarati and Zee Music to its currently popular South Asian Bouquet of channels across Canada. All three channels will be 24 hours a day - 7 days a week. Zee Cinema is a premium digital movie channel, Zee Gujarati is a well-established regional language channel in India, U.K & U.S.A and Zee Music is a popular youth oriented music channel from India. This will compliment the recent introduction of ATN Alpha ETC Punjabi channel which exclusively brings the deferred live telecast of Gurbani from Golden Temple in Amritsar. The new channels will be available on an a-la-carte basis & also attractively packaged with ATN's current and proposed channels.**

**ATN owns and operates six television channels across Canada and has been awarded 16 more digital television licenses by the CRTC. ATN has programming alliances with Zee TV, Sony Entertainment Television, B4U (Bollywood 4 You), Alpha ETC Punjabi, Jaya TV, ARY Digital, Aastha TV, NDTV, ATN Bangla and Kairali. ATN is one of Canada's largest promoters and distributor of World Class Cricket. The majority of ATN's Cricket is broadcast live on CBN (Commonwealth Broadcasting Network). ATN in collaboration with the Canadian Cable & Satellite industry is planning to offer the most compelling and comprehensive bundle of South Asian Television Programming across Canada.**

**For more information visit [www.asiantelevision.com](http://www.asiantelevision.com)**

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