



NEWS RELEASE

ATN to Launch Sony Entertainment Television across Canada

TORONTO, CANADA, August 8, 2005 Asian Television Network International Limited (ATN) (TSX-SAT) is delighted to announce it has received regulatory approval from the CRTC to add Sony Entertainment Television Asia (SET Asia), to the list of Eligible Satellite services for distribution across Canada on a digital basis. Sony Entertainment Television in India is the first venture of Sony Pictures Entertainment, one of the biggest entertainment powerhouses of America. As part of the Sony family, SET channel has access to a wide variety of international software from film and television divisions of Sony Pictures Entertainment. Sony Entertainment Television has an impressive line-up, which ranges from the supernatural to the light-hearted, from talk shows to life-style improvers, from the most glamorous events to legendary blockbusters.

Being a truly global brand, Sony Entertainment Television is seen in over 40 million households throughout India, Pakistan, Sri Lanka, Bangladesh and Middle East. ATN in collaboration with the Canadian Cable and Satellite Industry will soon announce the launch date and plans for this service.

FOR INFORMATION please visit our website www.asiantelevision.com

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