



NEWS RELEASE

ATN WINS THE EXCLUSIVE CANADIAN RIGHTS FOR INDIA vs. ENGLAND CRICKET SERIES

TORONTO, CANADA March 3, 2006, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and Canada's largest Distributor of World Class Cricket, is delighted to announce it has secured the exclusive Canadian Broadcast Rights to telecast the Three Cricket Test Matches and Seven One Day Internationals (ODI's) between India and England commencing March 2nd 2006. The Test Matches will be shown live exclusively on ATN across Canada. ATN will make the seven ODI's available across Canada through Pay Per View.

To subscribe to ATN or for more details about the series please visit our website www.asiantelevision.com. The series between two of the worlds Cricket powerhouse teams will take place in India during March and April 2006. This is one of Cricket's biggest events and is expected to attract several hundred million viewers worldwide. While ATN will telecast the India - England test matches, Our CBN channel will telecast live the West Indies - New Zealand series and the Australia - South Africa series.

ATN operates thirteen channels: ATN our flag ship channel with the best of ZEE TV programming, ATN B4U (Bollywood 4 You- our Movie channel), ATN – ZEE Cinema, ATN – ZEE Gujarati, ATN-Aastha, ATN Bangla, ATN-Alpha ETC Punjabi, ATN-Jaya TV, ATN-ARY, CBN (Commonwealth Broadcasting Network-Caribbean channel), SET Asia - Sony Entertainment Television, NDTV 24/7 English news channel from India and ATN-B4U Music.

FOR MORE INFORMATION:

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