



NEWS RELEASE

SRI LANKA-PAKISTAN CRICKET SERIES LIVE ON ATN-JAYA TV CHANNEL ACROSS CANADA

TORONTO, CANADA March 16, 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 pleased to announce it has secured the exclusive Canadian Broadcast Rights to telecast the Two Cricket Test Matches and Three One Day Internationals (ODI's) between Sri Lanka and Pakistan commencing March 17th 2006. The ODI's and Test matches will be shown live exclusively on the ATN-JAYA TV channel across Canada.

To subscribe to ATN-JAYA TV or for more details about the series please visit our website www.asiantelevision.com. The competition between the two Cricket teams will result in exciting world class cricket and take place in Sri Lanka during March and April 2006. This is another of Cricket's big events and is expected to attract viewers worldwide. While ATN-JAYA TV will telecast the Sri Lanka-Pakistan series, ATN's flagship channel will telecast the India - England test matches and Our CBN channel will telecast live, West Indies - New Zealand series and Australia - South Africa series. ATN will present India-England ODI's through Pay per View.

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.

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