



NEWS RELEASE

ATN LAUNCHES CANADA'S FIRST SOUTH ASIAN MUSIC CHANNEL

TORONTO April 04, 2006: Asian Television Network International Limited (ATN) (TSX Venture-SAT) is pleased to announce the launch of ATN-B4U Music Channel on Rogers Digital Cable (ch 587)

“Music is an integral part of the South Asian Culture and ATN has been a pioneer in the production and promotion of music from the Indian Sub-Continent. ATN has featured singers and performers of international stature as well as encouraging local Canadian talent. ATN has presented massive musical events at venues such as The SkyDome and The Roy Thompson Hall. We are delighted to launch ATN B4U Music channel today.” said Shan Chandrasekar President and CEO of ATN, who is also on the Board of the Royal Conservatory of Music

B4U Music is a hip and funky 24-hour global music channel. B4U Music's programming includes the biggest musical hits from the latest Bollywood movies, the Bollywood music charts, exclusive star studded interviews, non-stop dance floor hits from both the U.S. and Europe's South Asian Music scene, interactive request shows and much more. ATN operates a national analog specialty service and twelve more digital specialty channels including general interest channels, movie channels, news and sports and regional language channels. ATN has programming alliances with leading International Broadcasters

For more information visit www.asiantelevision.com

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