



NEWS RELEASE

ATN WINS THREE SPORTS CHANNEL LICENCES

TORONTO, CANADA April 6, 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 received approval from the Canadian Radio-television and Telecommunications Commission (CRTC) for three more digital television licences to better serve the appetite for sports across Canada. The licences are for channels, which broadcast live sporting events from South Asia and other parts of the world.

One channel will feature various sporting events like cricket, field hockey, Asian soccer, Kabaddi, Badminton, table tennis and other popular sports from countries like India, Pakistan, Sri Lanka & Bangladesh.

The other two channels will be dedicated to Cricket and will carry live matches featuring Australia, India, Pakistan, Sri Lanka, Bangladesh, England, South Africa, Zimbabwe and the West Indies. Apart from live cricket the channels will also feature cricket highlights, interviews and specials. ATN also intends to showcase Canadian Cricket at the national, regional and local levels across Canada.

ATN has programming alliances with leading International Broadcasters including ZEE TV, B4U (Bollywood 4 You), Sony Entertainment Television, ARY, Jaya TV, and NDTV.

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