



NEWS RELEASE

ATN ACQUIRES ENGLAND vs. SRI LANKA and ENGLAND vs. PAKISTAN 2006 CRICKET SERIES

TORONTO, CANADA May 8, 2006, Asian Television Network International Limited (ATN) (TSX-SAT), is delighted to announce it has secured the exclusive Canadian Broadcast Rights for more world class major cricket series commencing May 2006. ATN will telecast the Cricket matches between England and Sri Lanka commencing Thursday May 11th 2006 in England. The matches will be shown live exclusively on ATN Jaya TV across Canada. Sri Lanka & England will play 3 test matches and 5 One day Internationals. England just lost a series against India and are anxious to return to their winning form. The players to look out for will be Andrew Flintoff, Marcus Trescothick & Monty Panesar from the England side & Muttiah Muralitharan, Mahela Jayawardene & Kumar Sangakkara from the Sri Lankan Squad. The series will promise lots of fun & excitement for all Cricket lovers across Canada. While ATN Jaya TV will telecast the games live, CBN will rebroadcast the entire series. England vs. Pakistan and other major international cricket series will be shown on CBN or other channels operated by ATN with details to be announced in the near future.

To subscribe to ATN Jaya TV, also known as ATN Tamil, or for more details about the test matches please visit our website www.asiantelevision.com or contact your local service provider.. ATN is the largest distributor of world-class cricket across Canada.

ATN operates thirteen channels: ATN our flag ship channel with the best of ZEE TV programming, ATN B4U (Bollywood 4 You- our Movie channel), B4U Music, 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 and NDTV 24/7 English news channel from India.

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