



## NEWS RELEASE

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### ATN TO LAUNCH HUM TV

TORONTO, CANADA, May 15, 2006, Asian Television Network International Limited (ATN) (TSX-SAT) is delighted to announce that it plans to launch as part of ATN's bouquet of South Asian Television Channels across Canada, Pakistan's family entertainment television channel, HUM TV in the Urdu language.

"We were delighted to sign a Canadian Distribution and Programming Agreement with one of Pakistan's finest television channels HUM TV, before their launch in the USA in order to give us an edge in dealing with the potential gray market." said Shan Chrandrasekar President and CEO of ATN in Canada. "This will effectively compliment our existing South Asian offerings of several ATN channels," he added.

"We are proud of HUM TV's success and today enjoy the status of being the most viewed channel in urban cable and satellite homes in Pakistan and are looking forward to launching the North American premier of HUM TV through ATN a highly experienced and committed broadcaster and distributor of South Asian Channels across Canada" said Mr. Duraid Qureshi, CEO, of HUM TV. "We are planning on producing Canadian drama using Canadian talent in collaboration with ATN for distribution not only in Canada but world wide" he added.

HUM TV is the first brand of Eye Television Network Limited which is the only television network to be publicly listed on the Karachi Stock Exchange, was first launched in Pakistan just one year ago and caters to the entire family with special focus on women. Being a pure entertainment channel the cornerstones of the programming mix are Soaps, Drama, Music and Game Shows.

The concept behind HUM TV is not only to cater to the entertainment needs of the audience but also take a big step towards the education and infotainment needs of the niche audience.

ATN operates thirteen television channels across Canada and has programming alliances with leading International Broadcasters. ATN has been awarded more digital television licenses by the CRTC. ATN is also the largest promoter and distributor of World Class Cricket across Canada.

For more information visit [www.asiantelevision.com](http://www.asiantelevision.com)

The TSX Venture Exchange has not reviewed and does not accept responsibility for the accuracy or the adequacy of this release.

#### FOR MORE INFORMATION:

B. Fulton

CHIEF FINANCIAL OFFICER

Asian Television Network International Limited

Newmarket, Ontario Canada

905-836-6460