



NEWS RELEASE

ATN ACQUIRES CANADIAN RIGHTS FOR THE UNITECH CUP 2006 CRICKET SERIES

TORONTO, CANADA August 14, 2006, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and Canada's largest Distributor of World Class Cricket, announces it has secured the exclusive Canadian Broadcast Rights for the UNITECH CUP 2006, triangular series featuring 7 ODIs between Sri Lanka, India & South Africa.

The tournament begins on 14th August with Sri Lanka hosting South Africa and concludes with the final taking place on 29th August. The three sides will face each other twice in a round robin format with the top two going through to the final.

The Sri Lankan team will be oozing with confidence following their 5-0 demolition of England in the ODI series earlier in the summer and their memorable 2-0 Test series victory over South Africa earlier this month.

Meanwhile India will be looking to bounce back after their disappointing one day series in the Caribbean where much was expected from them but they were unable to deliver.

The South Africans will have the memory of their last ODI match when they chased down a record 435 run target to claim victory over Australia.

CBN(Commonwealth Broadcasting Network-Caribbean channel) will telecast 5 matches and ATN will telecast 2 matches To subscribe to CBN or ATN and for scheduling and other details about the ODI's visit www.asiantelevision.com or contact your local service provider.

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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