



NEWS RELEASE

ATN SCORES BIG IN 2006 WORLD CRICKET

TORONTO, CANADA September 1, 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 that it has secured the exclusive Canadian Broadcast Rights for the ICC Champions Trophy featuring ten top international teams playing 21 ODIs. The **ICC Champions Trophy** is cricket's one-day international tournament second in importance only to the Cricket World Cup. It was inaugurated as the **ICC Knock Out tournament** in 1998 and is played every two years. The tournament changed its name to the **Champions Trophy** in 2002. This year's tournament will see the top teams from the LG ICC ODI Championship table battle it out in 21 matches at four venues between 7th October and 5th November. The teams include Sri Lanka, the West Indies, Zimbabwe, Bangladesh, Australia, South Africa, India, Pakistan, New Zealand and England.

ATN has also secured the exclusive Canadian Broadcast Rights for The Malaysia Tri-Series featuring 7 One Day Internationals (ODIs) between Australia, India & West Indies and begins on 12th September and concludes with the final taking place on 24th September. The tri-series would mark the start of India's new international season.

All the games will be shown live, exclusively on CBN, Commonwealth Broadcasting Network, and rebroadcast as well at prime-time. CBN is available everywhere in Canada on Bell ExpressVu Channel 630 and in many areas of Ontario on Rogers channel 640. CBN is available in certain parts western Canada on Telus Tv.

ATN operates 13 channels, including CBN, and has programming alliances with leading International Broadcasters.

To subscribe to CBN or for more details about the cricket schedules and times of live broadcast please visit www.asiantelevision.com or contact your local service provider.

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