



## NEWS RELEASE

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### **ATN IS NOW THE BROADCAST MEDIA SPONSOR OF TEAM CANADA CRICKET**



**John Davison-Team Canada Cricket Captain**  
2003 Cricket World Cup Record Holder for Fastest Century

**TORONTO, CANADA December 12, 2006,** Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest Distributor of World Class Cricket and Canada's largest South Asian Broadcaster announces a long term agreement with the Canadian Cricket Association (CCA) for **ATN to be the sole and exclusive Official Broadcast Media sponsor of Team Canada and Team Canada under-19.**

ATN's name and logo may appear on playing and practice clothing used by Team Canada and Team Canada Under-19 on such matches that include the ICC Americas Championship (World Cricket League; Division 1) and ICC Intercontinental Cup.

ATN expects to showcase the Canadian Cricket team that is scheduled for the World Cup. ATN also expects to provide during this 3 year agreement, continuing exposure to Team Canada and Team Canada under-19 on either or both the Commonwealth Broadcasting Network (CBN) channel and ATN's soon to be launched 24 hour cricket channel.

The CCA can pride itself on being one of the oldest sporting organizations in Canada, as it was incorporated in 1892.

ATN has broadcast exclusively across Canada such international cricket events as the World Cup, ICC Champions Trophy, TRI-Series, Challenger Cup, and numerous test matches and one-day internationals.

ATN is currently broadcasting exclusively across Canada the world renowned Ashes series- England Vs Australia, South Africa Vs India, Pakistan Vs West Indies and New Zealand Vs Sri Lanka. These series are all shown live and rebroadcast on CBN Channel.

ATN operates 13 channels, 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](http://www.asiantelevision.com) or contact your local service provider.

Reports  
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Asian Television Network International Limited