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ATN to LAUNCH CRICKET PLUS ACROSS CANADA in COLLABORATION with DIRECTV

TORONTO, CANADA January 31, 2007, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and Canada's largest Distributor of World Class Cricket announces the launch of ATN-Cricket Plus, a compelling dedicated sports channel with prime focus on cricket. ATN is pleased to announce that it has entered into a strategic programming alliance with DIRECTV Inc, which has launched Cricket Plus all across the United States.

Earlier the Dubai based TajTV had reached an agreement to produce DIRECTV's Cricket Plus Channel. TajTV operates the famous channel, Ten Sports in India, and has experience in running some of the best-known sports channels for a variety of clients through its Dubai Media City operation, currently handling Ten Sports Middle East, Ten Sports India, Ten Sports Pakistan, ART Prime Sport, Showtime Sportsnet, Showtime Sportsnet America and Citrus TV.

ATN Cricket Plus in Canada will showcase some Live and many world-class competitions on a delayed basis. ATN Cricket Plus will compliment the existing successful CBN (Commonwealth Broadcasting Network) channel across Canada. ATN has had many firsts to its credit in Canada dealing with cricket. ATN was the first to bring the Live Satellite feed of the World Cup Cricket back in 1986 to Canada. Since then ATN has brought in several ICC tournaments, Championship Trophies, one day internationals, Twenty 20's, test matches including the prestigious Ashes and many world class games featuring countries like, India, Pakistan, England, Australia, West Indies, New Zealand, Sri Lanka, South Africa, Zimbabwe, Bangladesh, Kenya and Canada. ATN is also the official Broadcast Media Sponsor of the Canadian National Cricket Team, which is scheduled to participate in the World Cup soon.

"Through Cricket Plus we are extremely pleased to be associated with DIRECTV one of the world leaders in entertainment, news sports, and the largest DTH platform in the world. DIRECTV has redefined the sport of cricket for television entertainment. It has been a pleasure working with DIRECTV executives." said Shan Chandrasekar President and CEO of ATN Canada.

"We admire the pioneering role played by ATN with its dedication and track record over the past several years in actively promoting and consistently broadcasting cricket across Canada". said Aaron McNally Vice President of International Programming for DIRECTV.

"We already have long-term agreements with ATN for Live games from various countries and are delighted to enter into this exclusive agreement with ATN on Cricket Plus for Canada".

Along with cricket coverage the channel will also broadcast daily highlights, sports news bulletins as well as other sports relating to the South Asian community living in the United States and Canada, such as field hockey. Cricket plus has acquired the rights to broadcast live, all major international men's and women's hockey world cup and champions trophies. ATN-Cricket Plus



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in Canada will also showcase Canadian Cricket events, talk shows on cricket and Cricket celebrity specials.

ATN operates 13 channels, and has programming alliances with leading International Broadcasters. To subscribe to Cricket Plus or for more details about the cricket schedules please visit www.asiantelevision.com or contact your local service provider.

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