



## NEWS RELEASE

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### STARS SHINE ON ATN

TORONTO, CANADA July 30, 2007 **Asian Television Network International Limited (ATN) (TSX-SAT)**, Canada's pioneer South Asian Broadcaster and Canada's largest Distributor of World Class Cricket announces that it has obtained the necessary regulatory approval to broadcast STAR INDIA ONE, STAR INDIA NEWS, STAR VIJAY television programming within the territorial boundaries of Canada. ATN is delighted to inform that it will soon announce its launch plans for these three channels.

**Star One** is a 24 hour year around general interest entertainment programming in the Hindi Language, that offers original programs across a range of entertainment genres including action, thrillers, comedy, drama, youth, game shows, lifestyle and original movies made for television. Star One features the next generation of Hindi entertainment with an innovative, diverse mix of programming and cutting edge production values that appeal to urban, upwardly mobile Indian audiences.

**Star India News** is a unique and innovative niche programming service delivering 24 hour year around television programming consisting of news in the Hindi Language.

Star India News offers viewers 24-hour Hindi news that is relevant to today's Indians. It covers the full spectrum of news ranging from politics to business, investigative reports to consumer issues, crime to the environment. Reporting news as it happens in India and with links to international news agencies, Star India News keeps viewers fully informed and engaged.

**Star Vijay** is a 24 hour year around general interest entertainment programming in the Tamil Language.

Star Vijay is one of the most popular Tamil entertainment channels in India. Programming on VIJAY is tailor-made to cater to the distinctive Tamil culture and has been making waves with innovative programmes in a variety of genres including talent hunts, music shows, sitcoms, thrillers, reality shows as well as dramas, soap operas, and human interest. STAR is a wholly owned subsidiary of News Corporation.

ATN provides a unique forum for bringing the best of diverse productions local as well as global. ATN operates 14 channels and has programming alliances with leading International Broadcasters. To subscribe to our channels or for more details please visit [www.asiantelevision.com](http://www.asiantelevision.com) or contact your local service provider.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release. We rely on safe harbour provision.

#### FOR MORE INFORMATION:

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