



## NEWS RELEASE

---

# ATN WINS CANADIAN RIGHTS FROM ESPN STAR SPORTS FOR THE ICC WORLD TWENTY 20

**TORONTO, CANADA August 20, 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 it has secured the exclusive Canadian Broadcast Rights for the Inaugural ICC Twenty 20 World Cup Championship Cricket through ESPN Star Sports. This world class cricket event commences September 11<sup>th</sup> 2007. These exclusive broadcast rights include all forms of television broadcasting including via internet and mobile phone across Canada. The event is organized by the sport's governing body, the International Cricket Council (ICC) These international games includes teams from South Africa, West Indies, England, Zimbabwe, New Zealand, Sri Lanka, Kenya, Pakistan, India and Scotland.

ESPN Star Sports in their press release have stated that it has secured broadcast partnerships with leading broadcasters across the globe including deals with DirecTV and ATN in North America.

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) to deliver a diverse array of international and regional sports. ATN is proud of this new association with ESPN Star Sports, an international leader in sports broadcasting.

Twenty 20 has helped the sport of cricket move with modern times with a fast paced format. ATN will soon announce its distribution plans.

ATN operates 14 channels and has programming alliances with leading International Broadcasters. 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.



## NEWS RELEASE

---

**FOR MORE INFORMATION:**

B. Fulton CFO  
Asian Television Network International Limited  
Newmarket, Ontario  
905-836-6460