



September 18, 2007

XM Canada set to launch 'ATN-Asian Radio' Channel

North America's first continent-wide South Asian channel

Toronto – XM Canada (TSX: XSR) and Asian Television Network International Limited (TSX: SAT) today announced the creation of ATN-Asian Radio, the first and only North American radio service of its kind. Produced by ATN for XM Canada, Canada's pioneer South Asian Broadcaster, this 24 hour-a-day channel (XM159) will serve the South Asian community across North America starting this October, with the latest news, sports and entertainment.

"ATN is delighted to collaborate with XM Canada in providing an ATN branded super station across North America. We expect this to attract a wide audience and will complement our existing South Asian television channels. It will be a compelling package," said Shan Chandrasekar, Chairman and CEO of ATN.

ATN-Asian Radio will always have something to say with hot new talk shows relevant for the South Asian audience as well as live phone-in shows. Listeners will get all of the latest news and current affairs and let's not forget the exclusive live cricket commentary – which you can only get from ATN, Canada's largest distributor of World Class Cricket. ATN currently operates 14 television channels and has programming alliances with leading International Broadcasters.

"We are extremely excited to be adding top quality content aimed specifically at the South Asian community. South Asians are a highly successful and diverse group of people, and for that reason we are certain they will fall in love with XM Canada's spectacular programming lineup," said John Bitove, Chairman and CEO of XM Canada. "Overall, our partnership with ATN will give us the ability to reach new subscribers and further grow our listener base."

XM159's programming will highlight the best of Bollywood, as well as the latest from top South Asian artists from the past, present and future.

There will also be coverage for "music and poetry lovers" through Ghazals, Qawali's, Bhajans, and nostalgia through "Golden Greats". You'll hear dedicated devotional music in Sanskrit and Shabad Gurbani and the station will broadcast Hindustani classical and carnatic music and will feature pop, folk, chutney and re-mixes.

While the majority of the talks shows will be in English, substantial coverage will be given to languages such as Hindi, Punjabi, Gujarati, Urdu, Bengali, Tamil, Telugu, Malayalam, Kannada, Marathi, Sinhalese to name a few. ATN-Asian Radio, XM159, will serve a massive South Asian Diaspora in North America with origins in India, Pakistan, Bangladesh, Sri Lanka, East & South Africa, The West Indies and other parts of the world.

ATN-Asian Radio, XM159 is coming in October. To find out more about the programming, visit www.asiantelevision.com. If you want to stay in touch with the South Asian community – just stay tuned!

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About ATN - Asian Television Network

ATN-Asian Television Network is a licensed broadcaster providing premium specialty television programming 24 hours a day, 7 days a week across Canada. ATN was among the first in North America to broadcast television programming aimed at the South Asian community in 1971. With over 3 decades of experience ATN is the largest South Asian broadcaster in Canada, currently operating 14 television channels including 2 general interest channels, 2 Bollywood movie channels, a sports channel, a news channel, a music channel, a spiritual channel with yoga and fitness and several South Asian regional language channels.

ATN has programming alliances with leading International Broadcasters such as Zee TV, Sony Entertainment Television, News Corp. Star India Plus, B4U, ALpha Punjabi, Jaya TV, ARY Digital, New Delhi Television (NDTV), Aastha, Kairali and more. ATN is Canada's largest distributor of World Class Cricket. ATN has been the exclusive Canadian Television distributor for several World Cup cricket games since 1986. ATN recently brought the Cricket World Cup 2007 to Canada including the current and first ever ICC Twenty/20 World Cup live. ATN has programming alliances in world class cricket with organizations such as Directv, Echostar Dish Network and ESPN Star Sports.

ATN's live music concerts and large scale events include performances by the world renowned Ravi Shankar at the Roy Thompson Hall to the "Nightingale of India" Lata Mangeshkar, and the Oscar nominee A.R. Rahman at the Toronto Skydome.

ATN owns and operates a fully self contained broadcast facility. ATN has also received more digital specialty television licenses from the regulatory authorities which it intends to launch in the future.

About Canadian Satellite Radio Holdings Inc.

Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as XM Canada™ through its subsidiary, Canadian Satellite Radio Inc. XM is Canada's premium digital audio entertainment and information company with the best satellite coverage in the country and offering a unique lineup of premier Canadian and international content.

With 120 channels, XM Canada offers listeners the most channels of unique and exclusive programming including the most NHL™ games, PGA TOUR™ and Major League Baseball™ coverage, the deepest play list, and news, talk, sports, entertainment and children's programming. After this season, XM will become the exclusive provider of NHL games on satellite radio. Acura, Buick, Cadillac, Chevrolet, General Motors, GMC, Harley Davidson, Honda, Hummer, Hyundai, Infiniti, Lexus, Nissan, Pontiac, Toyota, Saab, Saturn, Suzuki and Subaru will offer XM radios in more than 150 different models of vehicles for model year 2008.

XM Canada has an exclusive Canadian license from U.S.-based XM Satellite Radio Inc., the leading satellite radio provider in the U.S. with more than 8 million subscribers. XM is offered on TELUS Mobile Radio™ and on Rogers Communications wireless, cable and Internet platforms. XM Canada is the exclusive music channel provider on Air Canada's flights and pre-installed radios are available in select Avis Budget Group rental vehicles. A live stream of selected XM Canada channels is available via a three-day complimentary trial of XM Radio Online at <http://listen.xmradio.ca>. To subscribe to XM Canada online or for more information about XM Canada's programming lineup and radio choice, visit www.xmradio.ca.

To find out more about Canadian Satellite Radio Inc. (TSX: XSR), visit our website at www.cdnsatrad.com.

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