



NEWS RELEASE

ATN LAUNCHES TWO MORE CHANNELS ON SHAW CABLE

TORONTO, CANADA November 19th, 2007, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster is delighted to announce the launch of two more of its popular channels namely, Sony Entertainment Television Asia (SET Asia) and ATN NDTV on Shaw Cable in Western Canada.

Sony Entertainment Television Asia, a Hindi language channel is a 24 hour general interest entertainment service from India that is owned by Sony Pictures Entertainment, one of the largest entertainment powerhouses of America.

NDTV, New Delhi Television, a 24 hour News Service live from New Delhi is India's #1 News Channel in English.

"We are very pleased to add both Sony and NDTV to our compelling South Asian lineup on Shaw cable in western Canada. ATN's flagship channel is already available on Shaw with the finest of programming from Both ZEE TV and STAR PLUS, along with ATN Alpha ETC Punjabi and B4U(Bollywood For You) the Movie Channel " said Shan Chandrasekar, President and CEO of ATN ." We have developed a good rapport with Shaw executives who have recognized the pent up demand we have created for these popular premium South Asian channels and the addition of SONY and NDTV are bound to result in an enhanced digital subscriber base and greater consumer satisfaction ".

ATN operates 14 channels and has programming alliances with leading International Broadcasters. ATN is also Canada's largest distributor of World Class Cricket. For more details please visit www.asiantelevision.com.

For details on the new channels, free previews and packages on Shaw Cable please visit www.shaw.ca or call 1-888-472-2222

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