



NEWS RELEASE

ATN LAUNCHES CRICKET PLUS IN WESTERN CANADA

TORONTO, CANADA, May 1, 2008 - Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest broadcaster of world-class cricket, is delighted to announce the launch of ATN Cricket Plus on Shaw Cable, the largest cable company in Western Canada. The 24 hour premium specialty channel is dedicated to cricket, including World Cup coverage and the Indian Premier League.

"We are very pleased to add ATN Cricket Plus on Shaw Cable in Vancouver, British Columbia," said Shan Chandrasekar, President and CEO of ATN, noting the strong demand for premium multicultural and sports channels in the city. With the addition of Cricket Plus, Shaw Cable will now be carrying a total of six ATN channels.

Vancouver is home to over 260,000 residents of South Asian descent and some 750,000 people who are of British heritage - more than a million potential cricket lovers.

"The Cricket Plus subscriber base could explode," Mr. Chandrasekar predicted. ATN Cricket Plus has premiered major cricket events such as the World Cup in spring 2007, Twenty 20 World Cup in fall 2007 and it broadcast the following games live this year: New Zealand v England Test series & ODIs; Pakistan v Zimbabwe; and South Africa vs. West Indies. It is currently broadcasting the first season of the Indian Premier League (IPL), whose world rights have fetched over a billion US dollars for the BCCI.

ATN, Canada's largest South Asian Broadcaster, operates 14 television channels and has programming alliances with leading international broadcasters. ATN also operates ATN Asian Radio on XM 159 the only Satellite Radio serving all of the South Asian Diaspora simultaneously in Canada and the United States of America.

For more details please visit www.asiantelevision.com.

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

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