



NEWS RELEASE

ATN BAGS RIGHTS FOR ENGLISH CRICKET BOARD

TORONTO, CANADA, May 30th, 2008, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's pioneer South Asian broadcaster and the country's largest distributor of world class cricket announced today that it has secured the Canadian broadcast rights from EchoStar Global B.V for the England and Wales Cricket Board (ECB). Scheduled matches include England v New Zealand, England v South Africa and domestic County Cricket to be played in England. The current English Cricket Board season will run until September 24, 2008 and will be broadcast live and rebroadcast on ATN Cricket Plus or CBN channel across Canada. It includes a mix of Test Cricket, One Day Internationals and the popular Twenty20 format games. The ECB is the governing body for all cricket in England and Wales, including both domestic and international play. Canada is home to over 6,500,000 people who are of British Heritage, an amazing number of potential viewers and cricket lovers.

For the first time English County Cricket will also be telecast across Canada by ATN's CBN channel. The volume of cricket during this English Cricket Board's season is promising to be very exciting for cricket lovers across Canada

England will play against New Zealand in three Test matches, one Twenty20 and five One Day Internationals and against South Africa in four Test matches, one Twenty20 and five One Day Internationals. Players from New Zealand and South Africa have had a successful series of Indian Premiere League (IPL) matches, and the players to look out for will be Brendon McCullum, Daniel Vettori, Scott Styris and Ross Taylor for New Zealand and Graeme Smith, AB de Villiers and Albie Morkel for South Africa. This first class cricket will feature teams from [County Durham](#), [Derbyshire](#), [Essex](#), [Glamorgan](#), [Gloucestershire](#), [Hampshire](#), [Kent](#), [Lancashire](#), [Leicestershire](#), [Middlesex](#), [Northamptonshire](#), [Nottinghamshire](#), [Somerset](#), [Surrey](#), [Sussex](#), [Warwickshire](#), [Worcestershire](#) and [Yorkshire](#).

This series will be a treat not only for cricket fans of British, New Zealand and South African heritage but will also entertain cricket-loving people from South Asia, Australia and the Caribbean who have made their home in Canada.

For more Information about ATN please visit our website www.asiantelevision.com.

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

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