



## NEWS RELEASE

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### **ATN brings you INDIA v/s AUSTRALIA Live Cricket October and November 2008**

**TORONTO, CANADA, October 8, 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 exclusive Canadian sub license agreement for all forms of broadcasting for India vs. Australia 2008. The sensational and dazzling cricket between two preeminent international competitors begins tonight. The format includes four test matches with one each in Bangalore, Chandigarh, Delhi and Nagpur.

The test matches will run in October and November 2008.

The games will be broadcast live exclusively on CBN and rebroadcast on CBN and ATN Cricket Plus.

For both teams, the series is of massive importance: the Australians are in transition mode, and are searching for replacements that can adequately fill the huge voids left by Glenn McGrath, Shane Warne and Adam Gilchrist; the next month could be a pointer to just how well the team will fare in their absence. For the Indians, this series is the last time their five experienced stalwarts will all be playing together. With the Australians so inexperienced to these conditions - none of their specialist bowlers have bowled a ball in a Test in India - this is an excellent opportunity for India win a series after two successive losses against them. Sachin Tendulkar needs 76 runs to equal Brian Lara's record of 11,953 runs in Test cricket.

These test matches will certainly entertain cricket-loving people all across Canada.

To subscribe to CBN and ATN-Cricket Plus or for more information about cricket schedules please visit [www.asiantelevision.com](http://www.asiantelevision.com) or contact your local service provider.

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