



## NEWS RELEASE

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# ATN WINS 2008 BUSINESS EXCELLENCE AWARD



**NEWMARKET, ONTARIO October 28, 2008 -- Asian Television Network International Limited (ATN) (TSX-SAT)** was honored last week by the Newmarket Chamber of Commerce with the “LARGE BUSINESS OF THE YEAR AWARD” at the 2008 Business Excellence Awards.

“It is with great pleasure that I extend our appreciation and gratitude to the Newmarket Chamber of Commerce for this prestigious award which recognizes of excellence in business, service and vision for our viewers and the community,” said ATN president, Shan Chandrasekar. “The high caliber of the other nominees and the overall quality of business in Newmarket make us doubly proud to receive this honour.”

Mr. Chandrasekar also thanked Ms Lisa Knappett and Mr. Barry Goodyear, the co-chairs for the 2008 Business Excellence Gala held on Wednesday October 22, 2008, and the evening’s many sponsors, including RBC Financial Group, CIBC, Scotia Bank, TD Canada Trust, Rogers and Bell Canada.

Other distinguished winners were Mars Canada, Environmental Leader of the Year, and Frank Stronach, the Chairman of Magna Corporation, Entrepreneur of the Year.



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Canada's largest South Asian broadcaster has made its home in Newmarket since 1989, where it produces original programming and broadcasts 14 digital specialty television services from its extensive broadcast centre and studios on Pony Drive.

ATN is a long established Canadian company that has grown in stature along with Canada's fast expanding South Asian population. Since its first television licence was awarded in 1996, ATN has evolved into one of the leading players in the Canadian multicultural media industry. Today it caters to the entertainment tastes and needs of this community through specialty television services, satellite radio, pay per view sports and concerts, and by offering live events. ATN is best known for its flagship network, ATN, and as Canada's largest broadcaster of World Class cricket. Its television services in English, Punjabi, Hindi, Gujarati, Tamil and other Asian regional languages are available through cable and satellite services providers.

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