



NEWS RELEASE

ATN BRINGS YOU INDIA-ENGLAND CRICKET SERIES

TORONTO, CANADA November 17th 2008 Asian Television Network International Limited (ATN) (TSX-SAT), Canada's pioneer South Asian Broadcaster and Canada's largest Distributor of World Class Cricket announces it has secured the Canadian Broadcast Rights for the cricket series between England and India which just commenced. This series of 7 ODI's and 2 Test matches will be shown live on CBN and re-broadcast on ATN- Cricket Plus.

India won the recently completed series with Australia and is keen to continue their winning ways. England has also had recent success and is focused on defeating their long time rival. These games feature two of the worlds Cricket powerhouse teams and will take place in India. Each team has their experienced star players participating in the series including from India MS Dhoni, Sachin Tendulkar, Virender Sehwag, Yuvraj Singh, and Harbhajan Singh and from England Kevin Pietersen, Paul Collingwood, Andrew Flintoff, James Anderson, and Steve Harmison. The two greenhorn captains are Dhoni and Pietersen, both perfect fits for their jobs, face off in this series. The Captains are flushed with recent success and all this leads to exciting, challenging and extremely enjoyable cricket for all cricket lovers across Canada.

CBN (the Commonwealth Broadcasting Network) and ATN-Cricket Plus are ATN's two sports oriented channels. ATN operates 14 channels and has programming alliances with leading International Broadcasters. To subscribe to CBN or ATN-Cricket Plus and for more details about the cricket schedules and times of live broadcast please visit www.asiantelevision.com or contact your local service provider.

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