

ESPN STAR SPORTS AWARDS LONG-TERM CRICKET RIGHTS TO ATN –CANADA INCLUDING THE ICC WORLD CUP 2011

Newmarket Ontario, Canada: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and the country's largest Distributor of World Class Cricket, announces it has secured the exclusive Canadian Broadcast Rights for the International Cricket Council (ICC) Cricket World Cup 2011 and all other ICC events in the years leading to the 2011 showpiece event, the ICC Cricket World Cup. These exclusive television rights were obtained through a licensing agreement with ESPN STAR Sports (ESS).

Under the licensing agreement, ESS will offer ATN five separate global events in addition to the ICC World Cup 2011: the ICC Champions Trophy 2009, ICC Women's World Cup 2009, , ICC World Twenty20 in both 2009 in UK and 2010 in West Indies) and the ICC Under 19 Cricket World Cup (2010, Kenya).

Manu Sawhney, Managing Director, ESPN STAR Sports, said "We are delighted to conclude a long-term agreement with ATN who are committed to build the game of cricket in Canada, and fans can now look forward to some top quality international cricket action in years to come".

"Cricket enthusiasts in Canada will be bowled over by this amazing array of world class play over the next four years leading up to the ICC Cricket World Cup 2011" said Shan Chandrasekar, ATN's President & CEO. He noted that thousands of Canadians from India, Pakistan, Bangladesh, Sri Lanka, East Africa, South Africa, the UK, Australia, New Zealand and the West Indies enjoy ATN's cricket coverage, and this fan base is growing rapidly with Canada's changing demographics. "ATN is pleased to have this programming alliance with the world renowned sports broadcaster ESPN STAR Sports," he added.

About ATN

ATN operates 14 Specialty Television channels including 2 sports oriented channels, the Commonwealth Broadcasting Network (CBN) and ATN Cricket Plus, and has programming alliances with leading International Broadcasters. ATN is also the official Broadcast Media Sponsor of the Canadian National Cricket Team and has supported and promoted local cricket in Canada including the Mayor's Cup in Toronto. ATN also operates ATN-Asian Radio on XM 159, the only 24-hour South Asian radio service across Canada and the United States. ATN video content is also available on any Bell mobile phone that supports video. The founders of ATN have also been inducted into the Canadian Association of Broadcasters (CAB) Broadcast Hall of Fame. This is private broadcasting's highest honor in Canada. ATN was also honored by the Newmarket Chamber of Commerce with the 'Large Business of the Year Award' at the 2008 Business Excellence Awards.

For more details, please visit www.asiantelevision.com .

About ESPN STAR Sports

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay and free-to-air services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESPN STAR Sports has 17 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, espnstar.com, espnstar.com.cn and espnstar.com.tw and footballcrazy.tv interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, *mobile*ESPN and STAR Sports Mobile delivers differentiated mobile content targeted at its various audiences.

FOR MORE INFORMATION about ATN:

B. Fulton, Chief Financial Officer
Asian Television Network International Limited
Newmarket, Ontario, Canada
www.asiantelevision.com

FOR MORE INFORMATION about ESPN STAR Sports:

Paras Sharma, Senior Director
ESPN STAR Sports, Singapore
parass@espnstar.com; DID: + 65 62166031

ICC BACKGROUNDER

The International Cricket Council (ICC) represents all cricket-playing nations around the world. Its primary role is to administer the game and oversee its development and expansion. The ICC organizes various events each year under its banner. The premier event is the ICC Cricket World Cup

The ICC Cricket World Cup is the showpiece event of the cricket calendar and takes place every four years, with matches contested in a 50 overs per side format. There have been nine events so far, with the first tournament taking place in England in 1975. The last ICC Cricket World Cup took place in 2007 in the Caribbean. ATN was the first to bring the World Cup Cricket live via satellite to Canada in 1987.

ICC Champions Trophy: The ICC organizes the elite 50-overs per side event in addition to the ICC Cricket World Cup called the ICC Champions Trophy. The event, formerly known as the ICC Knockout, has been contested five times and has been won by a different side on every occasion. ATN has also televised many of these games over the years for the enjoyment of Canadian viewers.

ICC World T20: The inaugural ICC World Twenty20 competition took place in South Africa in September 2007. The competition, which lasted for just two weeks, was a thrilling event which culminated in India's dramatic five run defeat of Pakistan. ATN bought the exclusive Canadian broadcast rights for this premier event and telecast it live across Canada.

ICC Women's World Cup to be staged in Australia in 2009 will be the first to be played under the auspices of the ICC since its merger with the International Women's Cricket Council (IWCC) in 2005.

ICC Under 19 Cricket World Cup is the leading development tournament for international cricket's stars of the future and takes place every two years.

The 2009 ICC World Cup Qualifier is a cricket tournament that will take place in April 2009 in South Africa. It is the final qualification tournament for ICC Associate Members for the ICC Cricket World Cup. The tournament is the new name for the ICC Trophy.

FOR MORE INFORMATION, visit 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.