



NEWS RELEASE

ATN TO SERVE CANADA'S TWO LARGEST MULTICULTURAL COMMUNITIES WITH NINE NEW TV CHANNELS

TORONTO, CANADA - July 07, 2009 -- Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian broadcaster, is pleased to announce the launch of three new Chinese channels and six new South Asian channels on Rogers Cable in fall 2009.

"These nine channels carry world class content that will attract large audiences among the South Asian Diaspora and Chinese communities in Canada. We are extremely pleased with the signed distribution agreement for the Canadian premiere of these specialty channels on Canada's largest cable company," said Shan Chandrasekar, President and CEO of ATN.

"Most of the 14 services we operate today made their Canadian debut on Rogers, and our association with the cable company goes back three decades.

"We are also very proud of our solid programming alliances with world renowned multinational corporations such as News Corp and Sony Entertainment Television that enables us to offer Canadians these top-rated channels from their countries of origin," Mr. Chandrasekar said. News Corporation is the parent company of STAR, Asia's leading media and Entertainment Company.

The addition of nine movie, news and entertainment services from China and India will cement ATN's position as Canada's largest independent broadcaster of multicultural channels, bringing the number of services it operates to 23. ATN offers numerous Canadian third-language services, which it programs from its Newmarket Ontario headquarters.

South Asian and Chinese communities are the largest ethnic groups in Canada. The launch will mark ATN's first offering to Mandarin-speaking audiences.

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The new services are:

STAR ONE unleashes the next generation of Hindi entertainment with an innovative, diverse mix of programming and cutting edge production values that appeal to urban, upwardly mobile Indian audiences across the globe.

STAR INDIA GOLD brings to audiences the best and biggest Bollywood blockbusters. With one of the largest Indian film libraries in the world, STAR GOLD offers a wide variety of films for the entire family, showcasing legendary Bollywood stars and filmmakers.

STAR NEWS offers viewers 24-hour Hindi news. It covers the full spectrum of news ranging from politics to business, investigative reports to consumer issues, and crime to the environment.

STAR VIJAY is one of the most popular Tamil entertainment channels in India, Sri Lanka, Malaysia and Singapore. Programming on VIJAY caters to the distinctive Tamil culture, and has been making waves with innovative programs in a variety of genres including talent hunts, music shows, sitcoms, thrillers, reality shows and dramas as well as youth oriented programming.

SET MAX is the Sony Entertainment Television Network channel that provides its viewers with the best of Hindi Movies from Bollywood. The channel will show some of the biggest old and new Bollywood blockbusters and broadcast many exclusive film-related programs. The channel is committed to offering the viewer a programming line-up that provides the best in Asian family entertainment.

MHI is one of the most popular Punjabi music and entertainment channels from Punjab, India. The channel broadcasts bhangra, indipop and various features in this genre.

STAR CHINESE MOVIES brings viewers some of the best Chinese movies from the 1970s to 1990s with access to the world's largest contemporary Chinese film library.

CHANNEL V TAIWAN: Channel [V] is Asia's trend-setting music and lifestyle channel featuring original programmes, latest chart-topping music videos, interviews with music stars, concerts and popular VJs.

STAR CHINESE CHANNEL is STAR's flagship Mandarin channel in Taiwan and is popular among Chinese audiences across Asia. The channel presents a wide range of general entertainment programming including game shows, talk shows, contemporary and costume drama series.

ATN currently operates 14 specialty television channels as well as ATN Asian Radio on XM 159, the only Satellite Radio serving North America's South Asian diaspora. ATN video content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters and is the long-term rights holder for the Indian Premier League (IPL), ICC World Cricket and ICC World Cup Cricket.

To subscribe to ATN and for more details about our existing services and their schedules, please visit www.asiantelevision.com or contact your local service provider. You can reach ATN at 905-836-6460

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