



## NEWS RELEASE

### **ATN BROADCASTS LIVE FROM CANADIAN SIKH TEMPLE**

**TORONTO, CANADA February 1, 2010-** Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian broadcaster, is pleased to announce that it is now broadcasting live twice daily from the Sri Guru Singh Sabha temple in Mississauga, Ontario, on its two Canadian Punjabi-language television channels.

Gurbani discourses will be broadcast from one of Canada's largest Sikh temples from 5 p.m. to 6 p.m. Eastern Time on ATN's MH1 Channel and from 6 p.m. to 8 p.m. on the ATN-Alpha ETC Punjabi Channel.

"We are honoured to be the first television broadcaster in Canada to offer daily Sikh spiritual and devotional programming live from a Canadian place of worship across Canada via cable and satellite," said Mr. Shan Chandrasekar, President and CEO of ATN. "It will complement the programming that we bring exclusively from the world renowned Bangla Sahib (Sikh Temple) in New Delhi, India."

Gurbani is the sacred literature of the Sikhs and is of great spiritual importance to the large Sikh community in Ontario and across Canada. ATN will offer the broadcasts to its viewers with deep reverence and without commercial insertions.

Daljeet Singh Sekhon, President Sri Guru Singh Sabha, noted his community was highly appreciative of ATN: "ATN has made possible for us to spread the wisdom and inspiration of Gurbani to our brothers and sisters all across the nation. We are delighted to reach Sikhs who live outside Toronto and worshippers who cannot attend the temple."

The Sikh community is the largest Indian community in Canada. Sri Guru Singh Sabha is one the oldest Gurudwaras (Sikh temples) in Canada and it holds religious discourses every day of the year. The temple attracts thousands of worshippers every week.

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**About ATN – Asian Television Network International Limited (TSX-SAT)**

ATN serves Canada's Asian community with 23 Channels including 14 Canadian premium specialty channels. ATN offers regional language channels as well as its flagship general interest service ATN, four Bollywood movie channels with 800 movies a month, sports channels, news channels, music channels, and a channel with yoga and fitness. ATN is Canada's largest distributor of World Class Cricket including ICC World Cup and Indian Premier League (IPL). ATN operates the only South Asian Radio Service 24 hours a day on XM across The United States and Canada. ATN is also the first and only broadcaster in Canada to deliver South Asian Content on Bell Mobility.

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

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