



NEWS RELEASE

Asia Cup Cricket Excitement Live on CBN

TORONTO, CANADA June 11, 2010 -- **Asian Television Network International Limited (ATN) (TSX-SAT)** Canada's largest South Asian Broadcaster and Canada's largest Distributor of World Class Cricket is very pleased to announce The Asia Cup Cricket Event to be held in Sri Lanka from June 15th to June 25th. This major series will be broadcast live from coast to coast across Canada on ATN's CBN Channel.

It will be pure excitement of the best international cricket with teams from India, Pakistan, Sri Lanka and Bangladesh. This is a blockbuster cricket event you do not want to miss.

ATN operates 23 television channels as well as the ATN Asian Radio on XM 159, the only Satellite Radio channel serving the South Asian Diaspora .across Canada and the United States. ATN video content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters. To subscribe to ATN 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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