



PRESS RELEASE

27 ATN CHANNELS LAUNCH ON BELL FIBE TV

TORONTO, CANADA September 15, 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 pleased to announce that the new BELL IPTV Network is now carrying 27 channels operated by ATN.

Canada's largest communications company, Bell Canada, held an official launch of Fibe TV this week. It offers Internet subscribers advanced Internet-protocol television (IPTV) in several Toronto and Montreal neighbourhoods using the latest fibre optic technology on Bell Canada's high speed fibre network. The Bell service is expected to reach nearly five million homes by 2015.

"We congratulate Bell for launching a new platform which complements the reliability of old media with the exciting possibilities of the new media," said ATN's President & CEO Dr. Shan Chandrasekar at Fibe's star-studded gala launch, admiring Fibe TV's advanced recording, on-demand and search capabilities.

"We are grateful to Bell that Canadians who have been unable to access ATN services by other distribution means will now be able to subscribe to our world-class multicultural news, entertainment and sports programming," Dr. Chandrasekar added.

Fibe TV is offering ATN's flagship service, **ATN**, which carries compelling Canadian programs, the best of Trail Blazers Zee TV, and Star Plus programming, as well as all other outstanding services offered by ATN to Canada's South Asian community, including: **SET** (Sony Entertainment Television) and **Star India One** (both Hindi general interest channels); four Bollywood Hindi Movie Channels such as **B4U**, **Zee Cinema**, **SET Max** and **Star India Gold**; four Punjabi channels namely **Alpha ETC**, **Jus Punjabi**, **MH1**, and **Punjabi TV**; **ATN-Jaya TV** and **Vijay TV** (in Tamil); **ARY Digital** (Urdu); **CBN** and **Cricket Plus** (sports including live cricket coverage); **NDTV Good Times** (South Asian lifestyle); **Aastha** (spiritual); **ATN-B4U Music**; two news channels, **NDTV 24x7** and **Star India News**; **ATN Bangla** and **SONY Aath** (both Bengali); and **ATN Malayalam**.

ATN's Chinese offerings, **Star Chinese Channel**, **Star Chinese Movies**, and **CHANNEL [V] Taiwan** are also available on Fibe TV.

The Fibe TV service includes a whole-home video recording feature that enables subscribers to view, set, delete and manage up hundreds of hours of programs from any receiver in the home -- even pause a recorded show in one room and pick it up in another -- and record up to four programs simultaneously. These features are especially exciting for ATN subscribers given the large number and variety of television channels ATN offers.

Bell is investing billions of dollars in its fibre, satellite and wireless broadband networks with a goal of becoming Canada's largest TV provider by 2015. Fibe TV complements the Bell TV satellite service, which already delivers HD television content to almost two million customers across Canada.

For more information on Fibe TV, including areas of availability and pricing, please visit the Bell Canada website.

In addition to 28 television channels, ATN operates ATN Asian Radio on XM 159, the only satellite radio channel serving United States and Canada'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. To subscribe to ATN and for more details about our services and programming schedules please visit www.asiantelevision.com.

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