



## NEWS RELEASE

### ATN NEO CRICKET LAUNCHED ON ROGERS CABLE

#### A GRAND DIWALI FEAST FOR CRICKET LOVERS

**Toronto, Canada, October 28, 2010** Asian Television Network International Limited (ATN) (TSX-SAT) announced that its ATN NEO CRICKET channel has been launched on Rogers Cable channel 844 as of today. This channel shall be a dedicated cricket channel and shall source its international cricket programming from NEO Cricket, India's number one Sports channel.

The channel will showcase more India international and domestic cricket than ever before shown on any sports channel including test and ODI events with participants from around the world featuring Australia, New Zealand, England, West Indies and the Indian sub-continent in addition to Asia Cup along with various exciting domestic series including Ranji Trophy, Z.R.Irani Trophy, Challenger Trophy, Deodhar Trophy and Duleep Trophy. The channel will have a free preview on Rogers for a limited time commencing on October 28<sup>th</sup>, 2010.

"We are extremely pleased to actually launch the ATN NEO CRICKET channel even before the ink was dry on our programming agreement with NEO CRICKET. This was done with the help and the extraordinary support of NIMBUS in India and Rogers Cable in Toronto and would not have been possible without that kind of support and we would like to say a sincere "thank you" to them said Dr. Shan Chandrasekar, President and CEO of ATN, commenting about the launch of the channel. "ATN is delighted to add this compelling sports channel to its existing cricket channels which shall complement one another, and by so doing, showcase the games from the largest and richest board of control for cricket in the world" he added.

Commenting on the launch in Canada, Vikram Das, Sr. VP- International & Syndication, NEO Sports Broadcast Pvt. Ltd. said, "Our availability in North America reaffirms NEO Cricket's commitment of taking cricket to as many fans across the globe. We have built strong brand equity with the Indian consumers by bringing to them the best cricketing action. Now we extend the same to cricket fans in North America."

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

ATN serves Canada's Asian community with 28 Channels including 18 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 lifestyle 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.

## **About NEO Sports Broadcast Pvt. Ltd.**

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. Cricket - the No. 1 sports channel for the year 2008 & 2009 in India by annual Gross rating points (Source-TAM 2008 & 20098) and Sports - the premium all sports channel.

Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motor sports, Badminton to the Indian sports lovers. This includes German Bundesliga, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others.

Cricket is the world's first cricket centric TV channel and currently broadcasted in more than 25 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.

The TSX Venture Exchange does not accept responsibility for the adequacy of this release. We rely on safe harbour provision.

### **FOR MORE INFORMATION:**

B. Fulton, CHIEF FINANCIAL OFFICER  
Asian Television Network International Limited  
Newmarket, Ontario Canada

905-836-6460

E-mail address: [atn@asiantelevision.com](mailto:atn@asiantelevision.com)

ATN WEBSITE: [www.asiantelevision.com](http://www.asiantelevision.com)