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ATN to launch the Times Television Network channels in Canada

TORONTO, CANADA November 17, 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 planning to soon launch three channels of the Times Television Network, TIMES NOW – India's leading English news channel, ET NOW one of India's premiere English business news channel and ZoOm the 100% Bollywood channel.

Times Television Network is a part of The Times Group, India's largest media conglomerate which has presence across the entire media spectrum of Print, Radio, Outdoor, Internet, Mobile Value Added Services and Events besides Television. The Times Group publishes the world's largest circulated English language newspaper across all formats (broadsheet, tabloid, compact, Berliner and online) 'The Times of India' and India's largest English business daily 'The Economic Times', besides a host of other English and regional newspapers and a clutch of over 30 magazines.

The launch of the 3 channels from Times Television Network will allow The South Asian community in Canada access to the latest LIVE Breaking news and analysis from India with TIMES NOW; the latest Bollywood news, music, movies and events with ZoOm; and cutting-edge LIVE market news, analysis & business perspectives with ET NOW. These channels targeted to the urban affluent audiences of India and will easily connect with the large Indian and Asian community settled in Canada.

Commenting on the development, **Mr. Vineet Jain, Managing Director, Bennett Coleman & Co. Ltd** said, "In keeping with the endeavor of building our brands internationally, our channels have been successfully launched in Australia, New Zealand, Nepal and Africa over the last few months. We are delighted to announce that we will soon be present in Canada. ATN with expertise and market presence in Canada, built so successfully by Shan Chandrasekar, was our obvious choice as a partner. Times Television Network will now be able to serve the entertainment and news needs of the Indian diaspora residing in Canada".

For **Dr. Shan Chandrasekar, President and CEO of ATN**, this association with the Times Group brought nostalgic and pleasant memories of interviewing some thirty years ago, the then Managing Director of Bennet Coleman & Compay (a Times Group company) Sahu Ashok Kumar Jain in Mumbai for Canadian television. As he recalled, "Thirty years have gone by and Mr.Vineet Jain, son of the legendary Sahu



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Ashok Kumar Jain is now at the helm of Times Group, renders a cozy sense of continuity to this association of ATN with the Times Group".

About TIMES NOW:

TIMES NOW is India's most watched general English news channel that is devoted to providing pure and relevant news to its viewers around the clock. TIMES NOW has attained the leadership position by successfully delivering news to its viewers in a vivid and insightful manner, since its launch in January, 2006.

About ET NOW:

ET NOW is an English business news channel, which brings to television the unmatched resources and expertise of The Economic Times, India's no. 1 business daily. ET NOW is focused on the trading audiences during the market hours with market trading strategies, tips and news that move the markets. Post market hours, ET NOW targets corporate audiences with in-depth interviews, views and analysis on the big stories that impact the world of business.

About zoOm:

A true Bollywood insider, zoOm brings to its viewers one of its kind offering of the industry via hottest entertainment stories, big shows, movies, trends and celebrity interviews every day. The channel of choice for urban India, zoOm appeals to every film lovers' information needs on the enigmatic world of Hindi Cinema.

Nothing sells like Bollywood in India and zoOm is the only channel that connects over 80 percent of urban Indian households to 100% Bollywood.

About ATN:

ATN serves Canada's Asian community with 29 premium specialty television channels. ATN offers its flagship general interest service, several Bollywood movie channels with 800 movies a month, sports channels, news channels, music channels, a lifestyle channel, spiritual channel and several Regional Language channels. 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.

ATN along with CTV and Rogers Media, was a Broadcast Partner for the Vancouver 2010 Winter Olympic Games. ATN created history by delivering more than 100 hours of live coverage in six languages on seven channels across Canada. ATN has programming alliances with leading international broadcasters. To subscribe to ATN and for more



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details about our services and programming schedules please visit
www.asiantelevision.com.

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