



### Telus' Optik TV To Carry Eleven More Channels from ATN

TORONTO, CANADA February 23, 2011 -- Asian Television Network International Limited (ATN)(TSX-SAT) is pleased to announce that TELUS will be expanding its Optik TV South Asian line-up to 19 channels from ATN, the largest selection available from any service provider in Western Canada. In the coming weeks TELUS will add 11 new channels to its existing line-up of eight South Asian channels, offering its Optik TV customers an even broader selection of channels in languages including Hindi, Punjabi, Urdu, Tamil, and English. The 11 new channels are currently available to TELUS customers for free preview until March 21.

"At TELUS we are committed to providing a broad range of TV channels that reflect the diversity of our customers," said Blair Miller, TELUS Vice-President, Content Solutions. "The South Asian community is a large and dynamic part of Canada and we're thrilled that we will be offering them the largest selection of TV channels in Western Canada."

TELUS' South Asian line-up includes a variety of news, sports, music, movies and other programming. TELUS will offer ATN MH1, ATN Aastha, ATN B4U Music, ATN Cricket Plus, SET Max, ATN Zee Cinema, Star India Gold, Star India News, Star India One, ATN SAB TV and Punjabi TV in addition to its eight existing channels, including ATN, ATN Alpha Punjabi, ATN B4U Movies, SonyTV, ARY, ATN Tamil, CBN and ATN NDTV 24/7.

"This is a breakthrough for viewers in Western Canada," said Dr. Shan Chandrasekar, President & CEO of ATN - Asian Television Network International, Canada's largest South Asian broadcaster. "Through TELUS, the rapidly growing South Asian community has access to the very best programming, along with great telephone and Internet service."

TELUS offers Optik TV, powered by the award-winning Microsoft Mediaroom, in British Columbia and Alberta communities. TELUS invested \$1.3 billion in infrastructure in these two provinces throughout 2010 to increase Internet speeds, introduce Optik TV to more communities, and expand its wireless network.

Optik TV provides never before seen functionality, features, and more than 480 channels, including 85 in High Definition (HD). With PVR Anywhere, one PVR acts as a server for the entire home so that Optik TV subscribers can watch and record shows on any TV, record up to three shows at once, and pause a program in one room and pick it up in another, right where they left off. Recently TELUS introduced Remote Recording, an application that allows Optik TV subscribers to manage their PVR recordings from any Internet connection, iPhone or select BlackBerry device. Optik TV also offers: Picture-in-Picture browsing; onscreen Call Display; HD Video On Demand; HD Pay Per View; and an improved search capability that enables effortless searches for shows and movies by actor, director, show title or sporting

event, for immediate viewing or recording in the future. With Optik TV, TELUS customers can even use their Xbox 360 as a digital television box. It's easier and more flexible than ever.

With the largest selection of South Asian channels, TELUS will offer customizable starter and mega packages that allow subscribers to get all of the channels they want, at an affordable price. To learn about Optik TV and TELUS' South Asian channels, please visit [telus.com/tv](http://telus.com/tv) or call 310-MYTV (6988).

### **About TELUS**

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$9.8 billion of annual revenue and 12.3 million customer connections including 7 million wireless subscribers, 3.7 million wireline network access lines and 1.2 million Internet subscribers and 266,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed \$211 million to charitable and not-for-profit organizations and volunteered 3.7 million hours of service to local communities since 2000. Nine TELUS Community Boards across Canada lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

### **About Asian Television Network**

ATN serves Canada's diverse cultural communities with 33 premium specialty television channels. ATN offers its flagship general interest service, several Bollywood movie channels with 800 movies a month, and a variety of channels that include sports, news, music, lifestyle, spiritual 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 was recently selected as a TSX Venture 50 company, and is a Business Excellence Award winner from the Newmarket Chamber of Commerce. The Founder of ATN was a 2010 Ernst & Young Entrepreneur of the Year Award finalist, and has been inducted to the Canadian Broadcast Hall of Fame. ATN was a broadcast partner for the Vancouver 2010 Winter Olympic Games, creating 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 the new services, and for more details about these services and programming schedules please visit [www.asiantelevision.com](http://www.asiantelevision.com)

### **FOR MORE INFORMATION:**

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