



NEWS RELEASE

ATN brings Sri Lanka Premier League to Canada

TORONTO: August 10, 2012- Asian Television Network International Limited (ATN) (TSX-SAT), Canada's Largest South Asian broadcaster and Canada's pioneer distributor of World Class Cricket, announces it has secured the exclusive Canadian broadcast rights for the Sri Lanka Premier League which starts August 11, 2012. ATN has secured the Canadian rights for a period of seven years for all forms of broadcast from Somerset Entertainment Ventures, Marketing Rights Partners of the SLPL Cricket League.

The inaugural edition of the Sri Lankan premier league will be played from August 11 - August 31, 2012 in Sri Lanka. The tournament features seven provincial teams at two venues: R Premadasa Stadium in Colombo and the Pallekele International Stadium in Kandy.

Each team will be allowed a maximum of six overseas players in their squad and four in their playing XI. The new league features some of the best national and international players, including Tilakaratane Dilshan, Kumar Sangakara, Sanath Jayasuria, Muttiah Muralitharan, & Mahela Jayawardene from Sri Lanka; Chris Gayle & Shivnarine Chanderpaul from West Indies; Shahid Afridi & Misbah Ul Haq from Pakistan; Tim Southee & Nathan McCullum from New Zealand; Albie Morkal from South Africa; and Dirk Nannes from Australia.

There will be a total of 24 matches including two semifinals and a final. The seven teams participating in the league are Nagenahira Nagas, Ruhuna Rhinos, Basnahira Bears, Kandurata Kites, Uthura Oryxes, Wayamba Wolves & Uva Unicorns.

"This is an exciting new opportunity to see top talent in premier league play. We are delighted to be able to bring this new league to Canadian fans, said Dr. Shan Chandrasekar, ATN's President and CEO.

Recently the Sri Lanka Cricket board auctioned the seven teams for over \$ 30 million and all seven franchises were bought by Indian Business Enterprises. Some of the franchise owners include Wadhawan Holdings Private Limited, Number One Sports Consulting Private Limited, Pearl Overseas Limited, Success Sports Private Limited and Indian Cricket Dundee Limited

About Asian Television Network International Limited.

ATN (TSX-SAT) serves Canada's Asian community with 34 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 pioneer distributor of World Class Cricket. 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 is a Broadcast Partner for the London 2012 Summer Olympic Games and will telecast more than 100 hours of LIVE coverage in five languages on six channels across Canada. 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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