



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **“ATN - Food Food” Channel Launched in Canada**

**TORONTO, CANADA, November 29, 2012** Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster is pleased to announce the launch of its ATN-FOOD FOOD channel that focuses on the culinary culture of the Indian sub-continent. It is a 24 hour service to be carried nationally across Canada. The channel just launched on Rogers Cable and will be distributed through many other systems across Canada in the very near future.

ATN has secured an exclusive programming alliance & licensing agreement with Turmeric Vision Pvt. LTD (TVPL) and has acquired the exclusive broadcasting rights to the programming content of the Food Food Channel. The content shall also include programming that is produced in Canada by ATN that portrays culinary art of the local talent.

FOOD FOOD channel which was launched all over India by Turmeric Vision Pvt. Ltd (TVPL) is owned by celebrity Chef Sanjeev Kapoor under a joint venture with Malaysia's leading cross-media group Astro All Asia Networks (Astro). Bollywood superstar Ms Madhuri Dixit, is the Brand Ambassador for Lifestyle Aspects and Sanjeev Kapoor is the Brand Ambassador for Food Aspects of the channel.

“Canadian's of South Asian Origin consume on an average of over four million meals per day or 120 million meals per month and needless to say, we are excited about launching North America's first International Food Network.” Said Dr. Shan Chandrasekar President, Chairman & CEO, ATN – Asian Television Network International Limited.

Food is an integral & important part of South Asian life style and culture and most celebrations in South Asia are centered around food. The ATN-FOOD FOOD channel shall feature shows about food and food lifestyle such as 'Sanjeev Kapoor's Kitchen', ' *Firangi Tadka* ', ' *Sirf 30 Minute* ' and 'Ready Steady Cook' to name a few. In addition to that prominent personalities from the entertainment and food industry such as Chef Chinu, Chef Harpal, Chef Rakesh Sethi, and others shall be featured on the channel.

The channel will offer an ultimate lifestyle destination for South Asian foodies in Canada who want to make some quick, easy, balanced meals as well learn about interesting world cuisines. With food being the central element, the shows will offer a variety of cooking & cooking instruction as well as different themes and recipes that a food enthusiast can connect with.

About Asian Television Network Inc.

ATN (TSX-SAT) serves Canada's Asian community with 35 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 has programming alliances with leading international broadcasters

[For more details on ATN visit www.asiantelevision.com](http://www.asiantelevision.com)

K. Classen CFO  
Asian Television Network International Limited  
Newmarket, Ontario L3Y 7B6  
905-836-6460

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