



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

**ATN IS TO GO HD and Positive changes to follow.**

ASIAN TELEVISION INTERNATIONAL LIMITED (ATN)

**TORONTO, CANADA, January 23, 2013** -- Asian Television Network International Limited (ATN) (TSX-SAT) is pleased to announce that it now has its new state of the art broadcasting facility in Markham in full operation. Now begins the deployment phase under which plans are under way to take ATN's flagship ATN channel to High Definition (HD) very soon. The tentative date set for going HD is March 1, 2013.

Other changes some of which go to the core of the programming content management are also under way under ATN's plans.

ATN's licensing agreement for rights to the ZEE TV Hindi programming expires on 31 January, 2013. It would have automatically renewed but is not being renewed following ATN's decision not to do so. The US affiliate of ZEE was notified of that decision on October 28, 2012.

'We have had a very long relationship with ZEE TV and a happy and mutually rewarding one at that,' said Dr. Shan Chandrasekar, President and CEO of ATN. 'The decision not to have that continue was not an easy one,' he continued and went on to explain that 'we felt that with programming content from both STAR PLUS and from ZEE TV, we had a situation where we were unable to do justice to either one and from sheer lack of air time had to miss out some very compelling programming contents'. Dr. Chandrasekar also observed that ATN's positive relationship with ZEE TV is still going to continue relating to the exclusive rights acquired by ATN in the programming content of ALPHA ETC PUNJABI channel.

ATN's relationship with STAR PLUS continues and shall continue to grow going forward with more of STAR PLUS programming content aired on the ATN channel as well as with better exposure for shows such as Nach Baliye, Veera, Saathiya Saath Nibhaana, Yeh Rishta Kya Kehlata Hai, Pyar Ka Dard Meetha Meetha Pyara Pyara and many more new reality shows.

ATN sees this as an opportunity and the freedom to join and to be part of the brave new cultural world and not only the opportunity to partake in that but also to contribute to that, even while firmly positioned with the security of its main stay of the first rate quality programming of STAR PLUS owned by a multinational broadcast company News Corp.

ATN plans to introduce Canadian Television Premiers of high caliber Indian Movies; and engage in production and exhibition of Canadian feature films based on South Asian themes; and produce and feature South Asian Canadian dramas in Hindi, Punjabi, English and Tamil and also invest in Canadian Independent production.

ATN is rolling out more channels and expanding and upgrading its operations and shall need to relate to those under a separate press release, which is to follow soon.

## About Asian Television Network International Limited

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 operates the only South Asian Radio Service on XM across The United States and Canada. ATN is also the first and only broadcaster in Canada to deliver South Asian Content on a Mobile Platform in Canada. ATN has programming alliances with leading international broadcasters

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

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