



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **Canada's first SIKH Channel and first South Asian Youth Channel to be launched by ATN.**

April 18, 2013: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, will launch 2 more Channels, namely, Canada's first and only 24 hour Sikh Spiritual Channel, the ATN-SIKH channel and Canada's first South Asian Youth oriented Punjabi Music Channel, the ATN-BRIT ASIA CHANNEL.

This takes the total tally of Punjabi channels from ATN to six, which is in trend with the growing Punjabi and Sikh population across Canada.

ATN's said Canadian licensed services will showcase programs produced in Canada by or for ATN as well as part or entire programming content of the Sikh Channel and Brit Asia channel, both based in United Kingdom, exclusive rights to which have been acquired by ATN under Licensing Agreements.

The Canadian Premiere of these two Channels on April 18th will be carried by BELL FIBE TV in Metro Toronto and Montreal and the two Channels will have a free preview for 60 days.

**ATN Sikh Channel:** Sikh Channel is the FIRST broadcasting channel of its kind in the world broadcasting Sikh religious and cultural shows round the clock across the world. Sikh Channel has managed to fill a huge void within the world of television, being the first channel to focus upon the essence of the Sikh faith, providing a platform for Sikhs and non-Sikhs alike. The ATN-Sikh Channel will also Feature Live Gurbani from several Gurdwaras across Canada including The Dixie Road Gurudwara in Rexdale , Sri Guru Singh Sabha in Malton ,Ontario and The Gurudwara sahib Dasmesh darbar in Surrey B.C.

**ATN Brit Asia:** Will pick up its main source of programming from Brit Asia UK which delivers the best of British Asian music, the latest entertainment, news, interviews, chat shows, reality TV shows and much more for the young Asian audience. Brit Asia TV features the very best in Asian music, both UK based and overseas music. Being a diverse channel with a main focus of Bhangra, Punjabi Pop and Bollywood, Brit Asia TV also offers viewers R & B, Urban music, Hip Hop and Underground music.

"We have been very privileged to have been associated with our vast Sikh Community with respect to our Canadian Television Programming for over three decades and are now delighted to launch a dedicated Sikh Spiritual, Cultural and Educational Channel" said Dr. Shan Chandrasekar the president and CEO of ATN.

With these 2 channels ATN will cater to a diverse audience across Canada targeting a very affluent and vibrant Sikh community with The ATN-Sikh Channel and Asian youth (18 – 34) interested in latest , stories and news about the Asian entertainment and Music industry through ATN- Brit Asia. In addition to the existing subscriber base, with the launch of these new channels, ATN expects to gain new subscribers through Cable, Satellite & IPTV platforms across Canada.

About ATN - Asian Television Network International Limited:

ATN serves Canada's diverse cultural communities with 35 premium specialty television channels. The Company offers its flagship ATN general interest service in HD, Several Bollywood movie channels ,and a variety of channels that include 3 sports Channels, 3 news Channels , 3 music Channels , 3 lifestyle Channels, 3 Chinese Channels and several regional language channels. ATN operates a South Asian Radio Service on Satellite Radio across The United States and

Canada. Some ATN content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters like Star Network (News Corp), Sony Entertainment Television, Viacom, Times Television Network, B4U Network, NDTV and many more. ATN channels are available on various Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Cogeco Cable, and Others.

For more information please visit [www.asiantelevision.com](http://www.asiantelevision.com) or contact...

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