



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **ATN Expands to 39 Channels with the launch of 2 More Channels from Fox International's STAR TV -India.**

April 22, 2013: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, will launch 2 More Channels from Star Network-India, a part of Fox International Channels.

ATN has signed Licensing Agreements under which it has been granted exclusive rights to **STAR Utsav** and **STAR Jalsha** channels. STAR Utsav will complement ATN's 5 Hindi General Entertainment channels and STAR Jalsha will complete ATN's bouquet of 4 Bangla language channels from India and Bangladesh.

**ATN STAR Utsav** is a 24 hour Hindi General Entertainment Channel and enthrals viewers with its varied and superlative programming content throughout the day. Its primetime programming includes soap operas, comedies, reality shows, game shows, Bollywood Blockbusters and special events. It also gives its viewers an opportunity to revisit the popular content of Indian television programming from the extensive library of India's highest Rated STAR Plus, Life Ok & Star One.

**ATN STAR Jalsha:** STAR Jalsha is India's leading Bengali General Entertainment channel by STAR TV and Fox International Channels networks. The channel launched with a brand philosophy "Cholo Paltai" (Lets Change) and offers an array of programs in different genres with fresh storylines, talented actors and soulful music.

The Canadian Premiere of these two Channels commenced last week on BELL FIBE TV in Metro Toronto and Montreal. The two Channels will have a Free Preview for 60 days. 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 39 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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