



NEWS RELEASE

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5 new ATN channels now available on Rogers & Bell Fibe TV

July 16, 2013: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, has launched 5 new Channels on Rogers Cable and Bell Fibe TV.

The five new channels being launched are ATN Sikh Channel, ATN Brit Asia, ATN Star Utsav, ATN Star Jalsha & ATN Sony Mix.

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 Gurdwara 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.

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.

ATN Sony Mix: Positioned as a pure music channel, MIX is a destination dedicated to music entertainment and all that belongs to it. MIX promises an exciting and expansive library of Hindi songs spanning all eras served through a theme based music play-out suiting the need of the hour. These songs set up MIX as a channel where everyone will find their favorites, every day.

"We are very pleased with the Quality of Content, that we are adding to the strong foundation, laid by the existing vast ATN Bouquet of Compelling Channels" said Dr. Shan Chandrasekar President and CEO of ATN .

The channels will be on Free Preview on Rogers till October 2013.

About ATN - Asian Television Network International Limited:

ATN serves Canada's diverse cultural communities with 44 specialty television channels. The Company offers its flagship ATN-HD general interest service, 4 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, 6 Punjabi 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 or contact...

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