



NEWS RELEASE

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ATN launches Channel V from India

October 7, 2014: Asian Television Network International Limited (ATN) (TSXV-SAT), Canada's largest South Asian Broadcaster, is pleased to announce the launch of ATN Channel V on Rogers Cable and Bell Fibe.

ATN Channel V offers a mix of entertainment customized to the palate of the Indian youth and has pioneered unique youth engagement initiatives since its inception. Channel V is today known for creating innovative, award winning and cutting edge content and interactions that reflect youth passions. Channel V aims at connecting with the youth & firing their imagination with content that reflects their tastes and preferences and platforms that gives their talent a stage and their voice, a chance to be heard.

Reaching out to almost 50 million viewers every week in India, Channel V is the ultimate destination for entertainment in the country. Pursuing the endeavour of producing content that builds a loyal viewership, Channel V is aggressively pursuing content across various genres through fiction dailies and hard hitting studio formats that address crucial and undermined youth issues. Channel V is owned by Star TV and Fox International Channels, fully owned subsidiaries of 21st Century Fox.

"We are excited to launch this new general interest channel specifically for our younger audience who are a big part of our total audience and overall Business Plan" said Dr. Shan Chandrasekar President and CEO of ATN, "This channel will compliment all the other channels we offer in various genres" he added.

ATN serves Canada's diverse cultural communities with 52 specialty television channels. The Company offers its flagship ATN-HD general interest service, 5 Bollywood movie channels and a variety of channels that include 3 sports Channels, 4 news Channels, 4 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, Disney 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, V Media and Others.

ATN Channel V is available on channel # 678 on Rogers Cable & channel # 680 on Bell Fibe.

For more information please visit www.asiantelevision.com or contact...

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