



NEWS RELEASE

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ATN launches another channel in collaboration with VIACOM: Rogers premieres “ATN-Rishtey”

October 28, 2014: Asian Television Network International Limited (ATN) (TSXV-SAT), Canada’s largest South Asian Broadcaster, is pleased to announce the launch of **ATN Rishtey** on Rogers Cable.

Rishtey is Viacom18’s second entertainment channel in the South Asian entertainment space, offering variety entertainment that showcases content from a broad spectrum of genres including format and fiction shows, multicultural and regional programming, kids programming, lifestyle shows, along with the best of Bollywood movies, with an emphasis on showing quality programs catering to the South Asian diaspora.

"We are excited to launch this new general interest channel in Hindi language to our vast and loyal subscriber base on Rogers Cable. This will delight our current audience who are already enjoying our eight compelling general interest Hindi channels” said Dr. Shan Chandrasekar President and CEO of ATN, "I am sure the consumers will enjoy this latest offering from the same group as Aapka Colors” 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 Rishtey is available on channel # 924 on Rogers Cable.

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

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