



NEWS RELEASE

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ATN launches 3 more Channels all Across Canada on Shaw Direct

December 04, 2014: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, is pleased to announce the launch of 3 more channels nationwide on Shaw Direct with effect December 02, 2014.

The channels launched are...

ATN-Sony: General interest channel in Hindi language

ATN-Aapka Colors: General interest channel in Hindi language

ATN-B4U Movies: Bollywood Movie channel

ATN-Sony: is dedicated to provide the best in Hindi family entertainment to the entire family. It has an impressive line-up which ranges from drama, reality, comedy, horror, Bollywood, and live events. It is a part of Sony Pictures Television, a Sony Pictures Entertainment company.

ATN-Aapka Colors: Aapka Colors is Viacom18's flagship brand in the general entertainment space. A combination of 'emotions' and 'variety', Aapka Colors offers an entire spectrum of emotions to its viewers from Fiction shows to Format shows to Reality shows to Blockbuster Movies.

ATN-B4U Movies: brings to viewers the very best of Bollywood films, from the latest blockbusters to classic old time favourites. The channel provides a diverse range of films for Bollywood fans worldwide as well as an unprecedented access to the magic of Bollywood. B4U has an unmatched library of over 1000 films, and is the leading Bollywood channel across India, North America, Europe, Middle East and North Africa.

"We are delighted to launch these 3 Popular channels on Shaw Direct Via DTH satellite across Canada" said Dr. Shan Chandrasekar President and CEO of ATN, "These channels will

complement our Compelling ATN Flagship channel with Star Plus Programming , which was the only South Asian channel available on Shaw Direct so far. The consumers can now enjoy a variety of programming options available which includes top dramas, reality shows, special events, Bollywood blockbusters and more” he added.

ATN serves Canada’s diverse cultural communities with 53 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, 4 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, ARY Group 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, Shaw Direct, Cogeco Cable, V Media and Others.

All 4 ATN channels will be available in classic and advance channel lineup as per below and are on free preview till January 13, 2015.

Channel	Classic line-up	Advanced line-up
ATN	805	283
ATN-Sony	809	295
ATN-Aapka Colors	810	296
ATN-B4U Movies	811	297

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

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