



NEWS RELEASE

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ATN acquires exclusive Broadcast rights for India v Bangladesh Cricket Series

June 9, 2015: Asian Television Network International Limited (ATN) (TSXV-SAT), Canada's largest South Asian Broadcaster and pioneer broadcaster of Cricket in Canada, is pleased to announce that it has acquired exclusive Broadcast rights for India v Bangladesh Bilateral Cricket series to be held in Bangladesh.

India's tour of Bangladesh starts June 10th, 2015 & features 1 Test Match & 3 One Day Internationals. It's been a while since India played a Test Match against Bangladesh and the last Test between both countries was played in 2010.

Bangladesh in recent past has taken different challenges and produced good results. They reached the Quarter Finals of the World Cup 2015 and also beat Pakistan in ODIs at home. India on the other hand is making a fresh start with Viral Kohli as a full time Test – captain. Even though India lost to Australia recently in Test Matches, the two drawn games in that series was an encouragement for the team.

Bangladesh will not lose much from this only test, however if India lose to Bangladesh, they will drop to seventh in ICC Test Rankings. Therefore India will have to make sure to give their best and not take this rejuvenated Bangladesh side lightly.

ATN serves Canada's diverse cultural communities with 54 specialty television channels. The Company offers its flagship ATN-HD general interest service, 3 sports Channels, 4 news Channels, 5 Bollywood movie channels and a variety of channels that include 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 Doordarshan, 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.

The series will air LIVE on CBN & ATN Cricket Plus.

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

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