



NEWS RELEASE

FOR IMMEDIATE RELEASE

ATN acquires exclusive Broadcast rights for second season of Pro Kabaddi League 2015

July 17, 2015: Asian Television Network International Limited (ATN) (TSX-V-SAT), Canada's largest South Asian Broadcaster, is pleased to announce that it has acquired exclusive Broadcast rights for the second season of Pro - Kabaddi League to be held in India from July 18th to August 23rd, 2015.

The Pro - Kabaddi League (PKL) is a professional kabaddi league in India, based on the format of the Indian Premier League (IPL). Pro Kabaddi is an eight-city league with games to be played on a caravan format with each team playing each other twice. The 8 franchise teams competing for the cup are...Bengal Warriors, Bengaluru Bulls, Dubang Delhi, Jaipur Pink Panthers (owned by Bollywood Superstar Abhishek Bachchan), Patna Pirates, Puneri Paltan, Telugu Titans & U Mumba. After the success of the inaugural season of the Pro Kabaddi League, this season promises to be even bigger and better. The Jaipur Pink Panthers won the inaugural Pro Kabaddi Title last year beating U Mumba 35-24.

The league has the formal backing of the International Kabaddi Federation (IKF), the Asian Kabaddi Federation (AKF) & the Amateur Kabaddi Federation of India (AKFI), who will be closely associated with this event. ATN will carry all 60 games LIVE on 6 ATN channels in 2 different languages. Two of ATN Channels including CBN will air the games in English language, whereas 4 other ATN channels will air the games in Hindi/Punjabi.

"We were extremely impressed with the Presentation of these dynamic games and the high quality of production during the last season. We are again delighted to bring this Exciting new series across Canada" said Dr. Shan Chandrasekar President and CEO of ATN.

Kabaddi is an ancient Indian sport, in which two teams take turns to send a raider to the other's territory, tag members of the opposing team, and return "home" without being blocked by

defenders on the other side. It is the national game of Bangladesh and the state game of Punjab Tamil Nadu, Andhra Pradesh in India and is also popular in Pakistan.

ATN serves Canada's diverse cultural communities with more than 50 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.

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

Pramod Israni
Vice President – Marketing
Asian Television Network International Limited
330 Cochrane Drive
Markham, Ontario L3R 8E4
Canada

Tel: 905-948-8199
Email: atn@asiantelevision.com

We rely on safe harbour provision.