



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **ATN to launch a new series on Trucking and logistics industry**

**Toronto, Canada; March 12, 2019:** Asian Television Network International Limited (ATN) (TSX-V-SAT), Canada's largest South Asian Broadcaster and pioneer broadcaster of Cricket, is pleased to announce the launch of a new series on Trucking and Logistics industry in Canada in association with Newcom South Asian Media Company, publisher of Road Today magazine.

The series called "Trucking 360" will be information based weekly series that will of a great interest to a vast South Asian audience and will also serve the growing needs of the trucking and logistics community across Canada. The Show will showcase current events and news, community profile, industry reports and expert tips on trucking and logistics.

The show will be launched around Vaisakhi & will air across Canada on 3 ATN channels namely ATN HD, ATN Punjabi and ATN Punjabi Plus. The show will also air on Newcom's Digital platform.

"We are excited to launch this new series that will be of great interest to our large audience. Canada's economic strength relies heavily on an efficient, safe, secure and sustainable transportation and logistics system and we are glad to bring about more awareness for this industry," said Dr. Shan Chandrasekar, President and CEO of ATN.

"The South Asian community represents an increasingly vital role in Canada's trucking industry," said Joe Glionna, president of Newcom Media. "Trucking 360 will prove itself to be a valuable resource for this community, leveraging the information that people have come to know and trust from publications like Road Today."

#### **About ATN-Asian Television Network International Limited (TSXV-SAT)**

ATN serves Canada's diverse cultural communities with over 50 specialty television channels. The Company offers its flagship ATN-HD general interest service along with 7 other general interest channels, 3 sports Channels, 7 news Channels, 5 Bollywood movie channels and a

variety of channels that include music Channels, lifestyle Channels, Punjabi channels, and several regional language channels. ATN has programming alliances with leading international broadcasters like Doordarshan, Sony Entertainment Television, Viacom, India Cast, “&TV “from the Zee group, Times Television, B4U, Disney’s UTV, ARY and many more. ATN channels are available on various licensed Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Shaw Direct, Cogeco Cable, and Others.

For more information please visit [www.asiantelevision.com](http://www.asiantelevision.com)

### **About Newcom South Asian Media Company**

Newcom South Asian Media Company is a joint partnership between Newcom Media and Road Today Publishing. Newcom Media is one of Canada’s leading publishers and event producers, serving the automotive, bridal, dental, insurance, fashion, meetings and incentives travel, supply chain, trucking, and waste management sectors. Its publications include CARS Magazine, Jobber News, L’automobile, Canadian Shipper, Inside Logistics, Road Today, Truck News, Truck West, Today’s Trucking, Transport Routier, Truck and Trailer, Today’s Bride, Solid Waste & Recycling, Canadian Underwriter, and Oral Health. Its shows include the Mode Accessories Show, Truck World, ExpoCam, North American Commercial Vehicle Show, Surface Transportation Summit, Canadian Fleet Maintenance Summit, Road Today/Truck News Jobs Expo, Canadian Meeting & Events Expo, and Canadian Underwriter’s Top Broker Summit.

For more information, please visit [www.newcom.ca](http://www.newcom.ca)

### **For further information on the series please contact...**

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