



NEWS RELEASE

ATN WINS THE EXCLUSIVE CANADIAN RIGHTS FOR 2006 PAKISTAN vs. INDIA CRICKET

TORONTO, CANADA January 12, 2006, Asian Television Network International Limited (ATN) (TSX-SAT), is delighted to announce it has secured the exclusive Canadian Broadcast Rights for the Allianz CUP to telecast the Three Cricket Test Matches and Five One Day Internationals between Pakistan and India commencing Thursday January 12th 2006 in Pakistan. The Test Matches will be shown live exclusively on ATN across Canada and will be rebroadcast on the CBN channel. ATN plans to soon announce its distribution plans for the five ODI's.

To subscribe to ATN or CBN or for more details about the test matches please visit our website www.asiantelevision.com or contact your local service provider. While ATN will telecast the games live, CBN will rebroadcast the entire series. The series that will take place in Pakistan during January and February 2006 is expected to be one of the biggest sporting events and is expected to attract several hundred million viewers worldwide. ATN is the largest distributor of world-class cricket across Canada.

ATN operates twelve channels: ATN our flag ship channel with the best of ZEE TV programming, ATN B4U (Bollywood 4 You- our Movie channel), ATN – ZEE Cinema, ATN – ZEE Gujarati, ATN-Aastha, ATN Bangla, ATN-Alpha ETC Punjabi, ATN-Jaya TV, ATN-ARY, CBN (Commonwealth Broadcasting Network-Caribbean channel), and SET Asia - Sony Entertainment Television, NDTV 24/7 English news channel from India.

FOR MORE INFORMATION:

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