



NEWS RELEASE

ATN TO LAUNCH CANADA'S FIRST SOUTH ASIAN MUSIC CHANNEL

TORONTO February 2, 2006: Asian Television Network International Limited (ATN) (TSX Venture-SAT) is delighted to announce its plan to launch B4U Music Channel, as part of ATN's bouquet of South Asian Channels across Canada.

B4U Music is a hip and funky 24-hour global music channel. B4U Music's programming includes the biggest musical hits from the latest Bollywood movies, the Bollywood music charts, exclusive star studded interviews, non-stop dance floor hits from both the U.S. and Europe's South Asian Music scene, interactive request shows and much more.

"Music is an integral part of the South Asian Culture and ATN has been pioneers in the production and promotion of Musicians, singers and performers of international stature as well as encouraging local Canadian talent. We are delighted to launch ATN B4U Music channel across Canada. We expect this to attract a wide audience and will compliment our existing South Asian offering of twelve channels with general interest, Bollywood Movies, Drama, game shows, Regional Language channels, news, sports-cricket and now **MUSIC**. It will be a compelling package." Said Shan Chandrasekar President and CEO of ATN.

"B4U movies has been part of the Canadian market through ATN for the last five years. We are very happy to introduce B4U Music in Canada. B4U Music was recently launched in USA and was a runaway success. I am sure the same success will be replicated in Canada as well." said. Hari Srinivas, Head B4U Americas.

ATN has programming alliances with leading International Broadcasters including ZEE TV, Bollywood 4 You, Sony Entertainment Television, ARY, Jaya TV, Bangla TV, NDTV, Alpha ETC Punjabi and Aastha TV,

For more information visit www.asiantelevision.com

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