



NEWS RELEASE

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ATN Acquires Exclusive Canadian Broadcast Rights for Asia Cup 2014

February 24, 2014: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, is pleased to announce that it has acquired exclusive Cricket rights for Asia Cup 2014 to be held in Bangladesh from February 25th to March 8th, 2014.

This major series will broadcast LIVE from coast to coast on ATN's 2 cricket channels namely CBN & ATN Cricket Plus and will feature all 5 Asian teams i.e India, Pakistan, Sri Lanka, Bangladesh and Afghanistan. A total of 11 matches will be played in the tournament with the final being played on March 8th, 2014.

The Asia Cup is an international One Day International tournament which was established in 1983 as a measure to promote goodwill between all Asian countries. The International Cricket Council (ICC) has ruled that all games played for the Asia Cup will have official One Day International status. India has won the tournament the most times (5) whereas Pakistan is the current champion after beating Bangladesh in the final of the 2012 Asia Cup.

This is an exciting & important series from our audience point of view as it involves all the South Asian teams and also since it's held once every 2 years. We are delighted to be able to bring this series to Canadian Cricket fans, said Dr. Shan Chandrasekar, ATN's President and CEO.

About ATN - Asian Television Network International Limited:

ATN serves Canada's diverse cultural communities with 51 specialty television channels. The Company offers its flagship ATN-HD general interest service, 4 Bollywood movie channels and a variety of channels that include 3 sports Channels, 3 news Channels, 3 music Channels, 3 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 Star Network (News Corp), Sony Entertainment Television, Viacom, Times Television Network, B4U Network, NDTV 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, Cogeco Cable, V Media and Others.

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

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