



NEWS RELEASE

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ATN acquires exclusive Broadcast rights for first ever Pro-Kabaddi League

July 25, 2014: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and pioneer broadcaster of Cricket, is pleased to announce that it has acquired exclusive Broadcast rights for the first ever Pro – Kabaddi League to be held in India from July 26th to August 31st, 2014.

The **Pro - Kabaddi League** (PKL) is a professional kabaddi league in India, based on the format of the Indian Premier League (IPL). The first edition of the tournament will feature eight franchises consisting of players from around the world. The 8 teams will play in a caravan format, travelling together to all 8 venues to play a total of 60 league matches. The top scoring four teams at the end of the group stages will play in the Semi Finals at Kanteerava Stadium in Bengaluru on August 29th & the Finals will be held on August 31st, 2014. 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. Each game will be shot by state of the art equipment with 12 cameras and the broadcast will also feature Ultra – motion, Overhead shots & Super slo-motion.

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. CBN & ATN Cricket Plus will air the games in English language, whereas 4 other ATN channels will air the games in Hindi/Punjabi.

"We are very excited to bring this first ever Professional Kabaddi League to Canada on 6 of our channels. We have always tried to give our viewers different programming options from time to time and I am sure this league will be very well received as it is one of the most popular sport in South Asia" said Dr. Shan Chandrasekar, President and CEO of ATN. "We want to promote Kabaddi in Canada and showcase it as a World class sport." he added

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.

About ATN:

ATN serves Canada's diverse cultural communities with 52 specialty television channels. The Company offers its flagship ATN-HD general interest service, 5 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, Disney 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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