



NEWS RELEASE

FOR IMMEDIATE RELEASE

ATN acquires Broadcast rights for American National Cricket League (NCL) 2025

Toronto; October 02, 2025: Asian Television Network International Limited (ATN) (TSX-V-SAT), Canada's largest South Asian broadcaster and pioneer broadcaster of cricket is pleased to announce that it has acquired the Exclusive Canadian rights for the second season of National Cricket League of USA being played in Dallas, Texas from October 3, 2025. Cricket fans across Canada will be able to catch all the action live on ATN's sports channels i.e CBN & ATN Cricket Plus.

This exciting cricketing event will bring together top players and teams in an electrifying series that promises to showcase high-intensity action and world-class talent. The National Cricket League is rapidly emerging as one of the premier cricket competitions in North America, attracting fans from across the continent and around the globe. With cricket's growing popularity in Canada and the United States, ATN is delighted to deliver exclusive coverage to its viewers across Canada. Adding to the prestige of the tournament, cricket legends Sachin Tendulkar (India), Brian Lara (West Indies), and Muttiah Muralitharan (Sri Lanka) are expected to attend, bringing their unmatched legacy and global star power to the event. Their presence is set to inspire fans and players alike, making this edition of the National Cricket League a truly unforgettable spectacle.

Broadcast Details:

Teams: 6 teams from USA

Total Games: 19

Format: Sixty Strikes 10 over format

Channels: CBN & ATN Cricket Plus

Dates: October 03 – 13, 2025

The National Cricket League is an exciting venture that aims to introduce the short and fast-paced format of cricket, ***The Sixty Strikes*** which offers a quick and action-packed game, with matches typically lasting around 90 minutes. This appeal to viewers who prefer a shorter

duration compared to longer formats like Tests or even 50-overs cricket. The format is known for its power hitting and high- scoring matches, with sixes and fours being a common sight.

About ATN-Asian Television Network International Limited

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, lifestyle, and several regional language channels that includes Hindi, Punjabi, Tamil, Bengali, Urdu, Gujarati & Marathi. ATN has been a pioneer in the Production of Multicultural Television Programming in Canada. ATN has programming alliances with leading international broadcasters like Sony Entertainment Television, Disney/Reliance-JioStar, CNN News 18, Zee Network, Times Television, B4U, NDTV (Good Times), Republic TV, ABP News Network, Jaya TV, ARY, FOOD FOOD Network and many more.. ATN is also a pioneer broadcaster of Cricket in Canada and has exclusive broadcast rights for various International Cricket Boards. ATN was the first to bring the ICC World Cup of Cricket live across Canada in 1987 and since have exclusively broadcast a large number of Test Matches, One Day Internationals, limited over T-20 games including the Premier of IPL & various T-10 leagues. ATN's content is also available on Amazon Prime in USA & UK, ATN has its own State Of The Art Production and Digital Broadcast facilities which have also been used by various production companies associated with Netflix, CBC and others. ATN Channels are distributed through TELUS, Rogers, BELL, Cogeco, Videotron, V Media, MTS, Eastlink, FUBO & Canadian cable systems alliance.

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

Pramod Israni

Vice President – Marketing

Asian Television Network International Limited

330 Cochrane Drive, Markham, Ontario L3R 8E4

Tel: 905-948-8199 / Email: atn@asiantelevision.com

We rely on safe harbour provision.