

Asian CUP CRICKET '99 ON ASIAN TELEVISION

April 19, 1999 (Toronto, Canada)

Asian Television Network has secured the Canadian re-broadcast rights to World Cup Cricket 1999 through Viewer's Choice. Beginning in May, 27 of the best cricket matches will be shown live on Viewer's Choice on a pay-per-view basis with ATN re-broadcasting them free of cost to its subscribers across Canada on a 7-day delay basis including all of the semi-finals and the championship game on ATN.

All cricket loving countries will be competing for the 1999 ICC Cricket World Cup title including the defending World Cup Champions Sri Lanka and the National Teams of India, Pakistan, South Africa and The West Indies. Running from the third week of May to the last week of June, it is expected that over 1 billion people will watch the series, making it the second biggest television event after the soccer World Cup. Said Shan Chandrasekar, President of Asian Television, "ATN is very pleased to be collaborating with Viewer's Choice in this unique cross-promotion opportunity. We are extremely excited about the re-broadcast of the World Cup Cricket games on ATN across Canada. The event is perfectly suited to the sports fans in the ATN audience and on a re-broadcast basis, we will be able to offer it at prime time."

ATN is Canada's premiere broadcaster of 24 hour South Asian programming and is available for only \$14.95 per month. To find out how to become an ATN subscriber, call ATN, your local cable company, Bell ExpressVu, Look TV or Star Choice. Asian Television Network, a publicly traded company (CDN:ATNL), is the only broadcaster in Canada licensed to broadcast specialty-programming aimed at the South Asian community in Canada.

For more information about Asian Television, please visit our website at <http://www.asiantelevision.com/> or call (905) 836-6460.

INVESTOR RELATIONS:

Shan Chandrasekar - President & CEO
Byrne Fulton - Chief Financial Officer
Asian Television Network International Limited.
Tel: 905-836-6460 Fax: 905-853-5212 email: atn@asiantelevision.com