

## **Asian Television Network International Limited To Launch JAYA TV in Canada**

**TORONTO, CANADA, July 19, 2004,** Asian Television Network International Limited (ATN) (TSX-SAT) is delighted to announce the launch of one of India's well known television channels JAYA TV, as part of ATN's Tamil Channel across Canada.

"We are delighted to form this significant strategic programming alliance with JAYA TV. JAYA TV has attracted some of the topmost and respected Producers, and has compelling Programming in the Tamil Language" said Shan Chandrasekar President and CEO of ATN in Canada.

" We are thrilled to bring our programming to Canada through ATN who have been pioneers in South Asian television production and distribution and have established an impressive track record in Canada" said Mrs. Prabha Sivakumaar Managing Director of JAYA TV in Chennai India.

JAYA TV is owned by Mavis Satcom Limited, a public limited company based in Chennai India. JAYA TV programming includes the latest in serials, talk shows, game shows, news, spiritual, educational, yoga and fitness and other high quality entertainment.

ATN owns and operates five television channels across Canada and has programming alliances with leading Broadcasters such as ZEE TV, B4U, Sony Entertainment Television, Alpha Punjabi and ARY Digital. ATN has been awarded more digital television licences by the CRTC.

### FOR MORE INFORMATION:

Shan Chandrasekar - President & CEO

Asian Television Network International Limited.  
Newmarket, Ontario Canada  
[www.asiantelevision.com](http://www.asiantelevision.com)

Mrs. Prabha Sivakumaar, Managing Director

Mavis Satcom Limited  
Chennai, India  
[www.jayatv.org](http://www.jayatv.org)