



NEWS RELEASE

ATN WINS THE CANADIAN RIGHTS FOR 2007 **INDIA-SRI LANKA-WEST INDIES CRICKET**

TORONTO, CANADA January 16, 2007, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and Canada's largest Distributor of World Class Cricket announces it has secured the exclusive Canadian Broadcast Rights for the One Day Internationals (ODIs) between India, Sri Lanka, and West Indies commencing Saturday January 20th 2007. The India West Indies ODIs will be shown live and rebroadcast exclusively on CBN across Canada and the India Sri Lanka ODIs will be shown on live exclusively on ATN- JAYA TV and rebroadcast on CBN

Both series will take place in India during January and February 2007 and bring these international cricket rivalries to life for Canadian viewers.

The Indian team for the first two ODIs contains four openers - Sachin Tendulkar, Sourav Ganguly, Gautam Gambhir and Robin Uthappa but the highlight of the series be Sourav Ganguly who has made a comeback on the ODI squad.

West Indies lead by Captain Brian Lara, has included uncapped Reyad Emrit in a 14-member squad for a series of four ODIs against India later this month. Emrit, the Trinidad and Tobago allrounder, is the only newcomer in the squad. For Sri Lanka, Arnold and Chandana, who both starred in NCC's six-wicket win in the Premier limited overs final two weeks ago, make their comebacks along with Nuwan Zoysa and Nuwan Kulasekera.

Following the telecast of the world renowned Ashes between England and Australia across Canada, ATN is currently broadcasting the Tri series between England – Australia and New Zealand. Also the ODI's and Test Matches between South Africa and Pakistan. These series are all shown live and rebroadcast on the CBN Channel. Now with the addition of this world-class cricket from ATN featuring India, West Indies and Sri Lanka, cricket fans in Canada will have a great prelude to the World Cup.

ATN operates 13 channels, and has programming alliances with leading International Broadcasters. To subscribe to CBN or for more details about the cricket schedules and times of live broadcast please visit www.asiantelevision.com or contact your local service provider.

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