



NEWS RELEASE

ATN to Launch SET MAX across Canada

TORONTO, CANADA, July 30, 2007 **Asian Television Network International Limited (ATN) (TSX-SAT)**, Canada's pioneer South Asian Broadcaster and Canada's largest Distributor of World Class Cricket is delighted to announce it has received the necessary regulatory approval to add SONY ENTERTAINMENT TELEVISION MAX (SET MAX), to the list of Eligible Satellite services for distribution across Canada on a digital basis.

SET MAX is a forerunner amongst Hindi movie channels offering not only Bollywood blockbusters but also the latest from Hollywood dubbed in Hindi. Sony Max brings alive the fabulous culture of India through qualitatively superior content. SET MAX, India's premium Movies and Special Events channel, backed by Sony Pictures Television International (SPTI), provides its viewers with the biggest and best of Hindi Movies and Live Events. With Extraaa Innings, SET MAX changed the rules of cricket presentation in India, and made it an entertaining affair that set viewer ship records. Thanks to pioneering concepts like Extraaa Innings and Extraaa Shots, combined with its innovative Programming and Marketing initiatives, SET MAX has been widely acclaimed and recognized in the media marketplace with several top awards.

ATN provides a unique forum for bringing the best of diverse productions local as well as global. ATN operates 14 channels and has programming alliances with leading International Broadcasters. To subscribe to our channels or for more details please visit www.asiantelevision.com or contact your local service provider.

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We rely on safe harbour provision.

FOR MORE INFORMATION

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