ATN to CARRY the 2008 ASIA CUP

TORONTO, CANADA, June 17th, 2008, Asian Television Network International Limited (ATN) (TSX-SAT), Canada's pioneer South Asian broadcaster and the country's largest distributor of world class cricket announced today that it has secured the exclusive Canadian broadcast rights from ESPN STAR Sports for the Asia Cup 2008. The ninth edition of the Asia Cup will commence June 24th 2008. The format includes teams from India, Pakistan, Sri Lanka, Bangladesh, UAE and Hong Kong. Canada is home to over 3,000,000 people who are of South Asian, East Asian and Arabic heritage. The three sides in each group play each other once, with the top two teams from each group qualifying for the second phase, where they will again play each other once. The top two teams will contest the final. Karachi will host 10 of the 13 matches, while Lahore will host three.

The Asia Cup will be an interesting tournament as it gives young-guns the opportunity to play with the big-guns of international cricket. The games will be broadcast live and rebroadcast between CBN and ATN Cricket Plus.

The Indian Team has included Baroda all rounder Yusuf Pathan and young Hyderabad left arm spinner Pragyan Ojha.

Pakistan has stuck largely with the tried and tested in a 16-man squad for what will effectively be their toughest assignment of the year.

The Asia Cup is sure to be an exciting international series for cricket fans of South Asian heritage and will also entertain cricket-loving people from Hong Kong and the UAE who have made their home in Canada. This series will also appeal to all cricket lovers alike.

To subscribe to CBN and ATN-Cricket Plus or for more information about ATN please visit www.asiantelevision.com or contact your local service provider.

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