



NEWS RELEASE

ATN LAUNCHES 9 MORE CHANNELS ON ROGERS

TORONTO, CANADA February 17, 2011 -- Asian Television Network International Limited (ATN) (TSX-SAT) Canada's largest South Asian broadcaster and distributor of World Class cricket, launched nine more impressive South Asian Channels on Rogers Cable today.

Aimed at Canada's growing South Asian community, the new channels will enhance Rogers' already strong offering of foreign and Canadian services in Hindi, Punjabi, Bengali and English.

"We are delighted to launch these top entertainment and news choices for our viewers," said Dr. Shan Chandrasekar, ATN's president and CEO. "They will bring value-added to our popular Canadian third-language services and help South Asians in Canada stay in touch with their roots, both with imported and local programming. ATN's association with Rogers dates back more than three decades and we are delighted that we now have 33 of our compelling channels on Canada's most popular cable system."

The new services are:

ZOOM : A true Bollywood insider, zoOm brings to its viewers one of its kind offering of the industry via hottest entertainment stories, big shows, movies, trends and celebrity interviews every day. The channel of choice for urban India, zoOm appeals to every film lovers' information needs on the enigmatic world of Hindi Cinema. Nothing sells like Bollywood in India and zoOm is the only channel that connects over 80 percent of urban Indian households to 100% Bollywood.

TIMES NOW is India's most watched general English news channel that is devoted to providing pure and relevant news to its viewers around the clock. **TIMES NOW** has attained the leadership position by successfully delivering news to its viewers in a vivid and insightful manner, since its launch in January, 2006.

ATN MALAYALAM: ATN Malayalam is a Malayalam general interest channel from Kerala, India featuring movies, news, sports, dramas & religious programmes

AATH: Sony Aath is a first-of-its-kind dedicated Bengali film channel. It's the only channel that offers complete, fun-filled movie experience; all day, all through the week in Bengali language.

SAB TV: SAB offers fresh, innovative and relevant mix of comedy based programming aimed at the young and old alike. Their shows tap into the gamut of emotions that are experienced by the entire family making SAB the first pure standalone comedy based channel.

PUNJABI TV: Punjabi TV is a channel with colors from every part of Punjab. Punjabi TV brings into your home's a part of Punjab every day. With original shows, dramas, music, movies, chat shows, talk shows, entertainment and information at its best.

CHANNEL I BANGLA: *Channel i* is the first 24 hours a day digital Bangla channel launched in October 1, 1999. *Channel i* with the slogan "*Hridoya Bangladesh*" (means Bangladesh in it's heart) has been acclaimed as one of the leading educational and entertainment Bangla channels.

NDTV GOOD TIMES: Launched in September 2007, the channel targets a largely cosmopolitan, socially progressive audience that is young and increasingly affluent, with an inclination towards better living. The programming is presented with style, wit and intelligence by hosts who are experts in their field

JUS PUNJABI: Jus Punjabi is the first American – Punjabi Television station. Apart from the regular dramas & music, the channel also features News bulletins covering the latest news from Punjab, Haryana & New Delhi. Another highlight of the channel is the religious and spiritual programming including daily Shabad Gurbani, Nitnem, Katha from India and from local Gurudwaras; interviews with local politicians and celebrities, and special programming aimed at women and young viewers.

ATN serves Canada's Asian community with 33 premium specialty television channels. ATN offers its flagship general interest service, several Bollywood movie channels with 800 movies a month, sports channels, news channels, music channels, a lifestyle channel, spiritual channel and several Regional Language channels. ATN is Canada's largest distributor of World Class Cricket including ICC World Cup and Indian Premier League (IPL). ATN operates the only South Asian Radio Service 24 hours a day on XM across The United States and Canada. ATN is also the first broadcaster in Canada to deliver South Asian Content on a mobile platform. ATN along with CTV and Rogers Media, was a Broadcast Partner for the Vancouver 2010 Winter Olympic Games. ATN created history by delivering more than 100 hours of live coverage in six languages on seven channels across Canada. ATN has programming alliances with leading international broadcasters.

To subscribe to ATN and the new services, and for more details about these services and programming schedules please visit www.asiantelevision.com.

FOR MORE INFORMATION:

B. Fulton CFO

Asian Television Network International Limited

Newmarket, Ontario L3Y 7B6

905-836-6460