



ATN to bring 'AAPKA COLORS' to Canada

Mumbai, India/ Toronto, Canada, March 14th, 2011: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, has acquired the exclusive Canadian distribution rights for '**AAPKA COLORS**', the flagship general entertainment channel of Viacom18 Media Pvt. Ltd, an equal joint venture between Viacom International Inc. (NYSE: VIA and VIA.B) and Network18, one of India's leading entertainment conglomerates.

After entertaining millions in the US, UK, Australia, New Zealand, the Middle East & North Africa and Singapore, AAPKA COLORS now **sets** its sights on entertaining the South Asian Diaspora subject to regulatory approval in Canada with its popular fiction shows, exciting reality shows and the latest Bollywood blockbusters.

Commenting on this new development, **Rajesh Kamat, Group COO, Viacom18 and CEO – COLORS**, said, *"After having successfully launched in the US, the next logical step for us was to have AAPKA COLORS made available to viewers in Canada. Continuing our endeavor to extend the reach of our brands to key diaspora markets, we are happy to announce that we will soon commence operations in Canada, bringing quality entertainment to the many South Asian households in Canada."*

Gaurav Gandhi, Head – International Business, Viacom18 and Chief operating officer, Sun18 Media said, *"ATN, as the leader in the South Asian entertainment market in Canada, was our obvious choice as a partner for the distribution of AAPKA COLORS in the market. We look forward to a fruitful and mutually beneficial partnership with ATN in the days to come"*

Dr. Shan Chandrasekar, President and CEO, ATN said *"We are delighted to partner with this extraordinary multinational media conglomerate Viacom to bring this outstanding channel Aapka Colors, with its compelling content across Canada."*

About 'AAPKA COLORS'

'AAPKA COLORS' is the US version of Viacom18 Media Pvt. Ltd.'s flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', it was launched in India on July 21, 2008 and offers an entire spectrum of emotions to its viewers. From Fiction shows to Format shows to Reality shows to Blockbuster Movies – the basket contains all 'Jasbaat Ke Rang'. The channel is dedicated to promoting 'cohesive viewing', through programs like Maati Ki Banno, Sabki Jodi Wohi Banata...Bhagyavidhata, Rishton Se Badi Pratha, Balika Vadhu- Kacchi Umar Ke Pakke Rishtey, Lagi Tujshe Lagan, Uttaran, Na Aana Is Des Laado, Chak Dhoom Dhoom Team Challenge and new seasons of Fear – Factor Khatron Ke Khiladi and India's Got Talent amongst others. Visit www.aapkacolors.com for more details.

Aapka Colors is distributed in North America in cooperation with MTV Networks, a division of Viacom International Inc.

About Viacom18 Media Pvt. Ltd.

Viacom18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc. (NYSE: VIA, VIA.B, world's leading entertainment content company, comprising brands like BET, MTV Networks and Paramount Pictures) and the Network18 Group, (one of India's leading full play media conglomerates with interests in television, internet, filmed entertainment, mobile content & allied businesses, comprising brands like CNBC TV18, CNBC Awaaz, Newswire18, moneycontrol.com, CNN-IBN, IBN 7, Homeshop18 and E18 amongst others). The joint venture includes leading brands across television, film and digital media to build one of India's leading multimedia entertainment powerhouse. Viacom18 Media Pvt. Ltd. includes the vibrant youth brand - MTV, the fastest growing kids channel - Nick, India's only International Music & Lifestyle channel - Vh1, and a new-age motion picture brand that produces, acquires and distributes Hindi films-Studio18, and the new Hindi general entertainment channel-'COLORS'.

Viacom18 brings together the unique strengths of two formidable partners, thus forming an entertainment conglomerate that will have a competitive advantage in serving the needs of both viewers and advertisers.

About ATN:

ATN (TSX-SAT) 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 and only broadcaster in Canada to deliver South Asian Content on Bell Mobility. 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 for more details about our services and programming schedules please visit www.asiantelevision.com.

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