



NEWS RELEASE

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&TV replaces Star Plus to be part of the ATN HD channel

Toronto, N.Y. October 6th 2017: Asian Television Network International Limited (ATN) (TSXV), Canada's Pioneer South Asian Broadcaster, and Zee Entertainment Enterprises Limited one of the world's largest South Asian Broadcasters have further strengthened their association with the introduction of Compelling Programming from "&TV" on ATN HD across Canada. ATN HD is a Canadian licensed Legacy Service of ATN for which it has acquired rights to "&TV" content under a licensing agreement with ZEE for inclusion, in part or full, in the said channel's programming mix.

Zee and ATN have had a long history together in the market catering to the vast South Asian diaspora.

"We are pleased to have "&TV" programming on our Network and are delighted to be associated with Zee Entertainment to bring this exciting programming to our subscribers in Canada, said Dr. Shan Chandrasekar, President and CEO of ATN. 'This will strengthen our channel lineup and also continue to consolidate our long association with Zee Entertainment, he added.

Commenting on the development Amit Goenka the CEO - International Broadcast Business "We are delighted to partner with ATN. ATN has been a pioneer in the South Asian programming in Canada and has contributed immensely in bringing the community together. We look forward to a mutually beneficial association with ATN"

About ZEE:

&TV is the flagship Hindi GEC amongst the '&' bouquet of channels from Zee, a global media and entertainment company. Staying true to the personification of the Ampersand, &TV signifies a conjunction of aspirations and rootedness which is synonymous with the spirit of the New Age. &TV is part of Zee, which is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than a 1.3 billion people around the globe, ZEEL is among the largest global content companies across

genres, languages, and platforms. ZEEL is present across broadcasting, movies, music, live entertainment, digital and talent businesses, both within India and overseas. ZEEL has more than 240,000 hours of television content and houses the world's largest Hindi film library with rights to more than 4,200 movie titles across various languages. ZEEL has also produced several movies for theatrical release and is the fastest growing music label in India.

About Asian Television Network International Limited:

ATN serves Canada's diverse cultural communities with 54 specialty television channels. The Company offers its flagship ATN-HD general interest service, 3 sports Channels, 4 news Channels, 5 Bollywood movie channels and a variety of channels that include 4 music Channels, 4 lifestyle Channels, 3 Chinese Channels, 6 Punjabi channels, and several regional language channels. ATN operates a South Asian Radio Service on Satellite Radio across the United States and Canada. Some ATN content is also available on any Bell mobile phone that supports video. ATN channels are available on various Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, ROOTS TV, TELUS Optic TV, Shaw Direct, Cogeco Cable and Others.

For more information please visit www.asiantelevision.com or contact...

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