



NEWS RELEASE

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ATN acquires Broadcast rights for Indian Super League Soccer 2018-19

Toronto, Canada; Oct 05, 2018: Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster and pioneer broadcaster of Cricket, is pleased to announce that it has acquired Broadcast rights for the fifth season of Indian Super League Soccer to be held in India between September 2018 and March 2019.

The **Hero Indian Super League (ISL)** is India's unrivalled football championship kicked off in 2014. The league is co-promoted by Reliance, Star India and supported by the All India Football Federation (AIFF). India's leading industrialists and celebrities from sports as well as the Indian film industry have heavily invested in the league's ten franchises based in the following cities: Chennai, Delhi, Goa, Guwahati, Kochi, Kolkata, Mumbai, Pune, Bengaluru and Jamshedpur.

For the first time in Indian football, globally renowned Soccer players will be playing alongside the best Indian footballers. With a mission to revolutionize the sport, Indian Super League is positioned as a high quality and dynamic league that will elevate Indian football to an international level.

"We are very excited to bring the Indian Super League to Canada on 5 of our channels." said Dr. Shan Chandrasekar, President and CEO of ATN. "Our commitment to bring different programming options to our viewers continue with this new addition to our current line-up of Afghanistan premiere League and the upcoming Cricket series from Australia and New Zealand" he added

Indian Super League has become the third highest attended football league in the World and will feature 10 clubs playing at 11 different venues with a total of 90 group stage games and 5 playoffs. All games will air LIVE on 5 ATN stations namely CBN, ATN Cricket Plus, ATN Life, ATN Punjabi Plus, and ATN Bangla.

About ATN-Asian Television Network International Limited (TSXV-SAT)

ATN serves Canada's diverse cultural communities with 54 specialty television channels. The Company offers its flagship ATN-HD general interest service along with 7 other general interest channels, 3 sports Channels, 7 news Channels, 5 Bollywood movie channels and a variety of channels that include music Channels, lifestyle Channels, Punjabi channels, and several regional language channels. ATN has programming alliances with leading international broadcasters like Doordarshan, Sony Entertainment Television, Viacom, India Cast, "&TV "from the Zee group, Times Television, B4U, Disney's UTV, ARY and many more. ATN channels are available on various licensed Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Shaw Direct, Cogeco Cable, and Others.

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

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