

HISTORIC ALLIANCE IN CANADA BETWEEN ATN AND ZEE TV

Tuesday February 13, 2001 (Toronto, Canada)

A significant strategic alliance has been forged between ASIAN TELEVISION NETWORK INTERNATIONAL LIMITED (ATN) and ZEE TV USA Inc. under a Memorandum of Understanding signed on February 09, 2001

"We are very pleased to have a strategic alliance with Zee TV, the largest broadcaster in South East Asia and indeed a household name in India and to the South Asian community around the world" said Shan Chandrasekar, President and CEO of Asian Television Network International Limited of Canada.

To start with the alliance will result in 8 hours per day of Zee TV's Hindi programming available on the ATN channel throughout Canada. The Zee TV programming will be received directly at the ATN state of the art digital broadcast center in Newmarket, Ontario directly from India. It will then be rebroadcast live to all of Canada on the ATN channel. "This brings the glitter of Indian television sizzling and fresh from Zee TV's facilities in India," says Shan Chandrasekar.

ATN is pleased to announce that as early as March 01, 2001, some 2 weeks from now, Zee TV's Latest Hindi serials, Talk shows, Game Shows, news and high quality entertainment will be on the current ATN channel. ATN is a premium pay 24-hour channel and it caters to a very large south-asian niche market, all across Canada, with programs in six major languages of the Indian sub-continent. ATN channel is currently carried throughout digital cable, satellite, and wireless and on a pass-through basis over analog cable in some areas of the country. The logos of ATN and ZEE will compliment each other on the screen.

ATN is also very pleased with the prospects of a rapid growth in the numbers of subscribers and expects the rate of growth to be exceptional and unprecedented.

The strategic alliance extends also to some of ATN's future channels for which ATN has recently been issued broadcast licenses by the CRTC. The first two such channels shall be the new ATN Punjabi and Gujarati Channels, which will operate as ATN/ZEE Alpha Punjabi and Alpha Gujarati based on their current successful models in India. The MOU also anticipates the scope of the alliance to extend to other regional languages such as Urdu, Bengali and Malayalam

The strategic alliance further extends that some of ATN's programming may be telecast on ZEE TV's networks in USA, UK, AFRICA and India. ZEE TV and ATN will also explore co-production opportunities.

ATN is Canada's only licensed broadcaster providing 24 hours a day seven days a week service in a number of South Asian Languages to South Asian communities in Canada. ATN has recently been granted 10 additional licenses from the CRTC to broadcast 24 hour regional language channels in Punjabi, Tamil, Urdu, Gujarati, and Telegu and a 24-hour Hindi movie channel. In addition ATN has received licenses to serve the Arabic and Caribbean/African Communities. MediaMost, Russia's largest private broadcaster, in partnership with ATN intends to offer a 24 hour channel to the Russian community. ATN has been granted an English language Multicultural channel in partnership with Fairchild Television and Odyssey Television. Amongst the new licenses is a collaboration with Bell Canada Enterprises and TSN for an International Sports Channel that is expected to carry

Cricket and an Inspirational Music Channel in collaboration with Vision TV and Radio Nord.

ATN has also launched Canada's first pay per-view of Indian movies on Bell ExpressVu via satellite and Viewers Choice, an Astral Media company on cable.

ATN is a publicly traded company; ATN is trading under the symbol YTN on CDNX (Canadian Venture Exchange)

For further information please call Shan Chandrasekar at (905-836-6460)

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