



For Immediate Release

June 28, 2005

AZN TELEVISION INTRODUCES “MASALA WEEKEND”

New Expanded Lineup of South Asian Programming Features Latest Films from Bollywood, Drama, Variety Shows, News Coverage from India, and ICC Cricket World

Centennial, CO—AZN Television announces “Masala Weekend,” a weekend full of South Asian programming including the latest and original Bollywood blockbuster films, drama, news programs, documentary, desi pop and classical music, variety and trendy lifestyle shows. The new schedule goes into effect July 2, 2005.

“Our mission is to provide programming that resonates with our Asian American viewers and to give them a channel where they can see themselves,” said Peilin Chou, Senior Vice President, Programming and Production, AZN Television. “Within the schedule, we wanted to dedicate a specific block of time just for our South Asian viewers.”

Exclusive for “Masala Weekend” is “ICC Cricket World.” Shown for the first time in North America, “Cricket World” gives fans the opportunity to catch the week’s highlights from around the world. The half-hour show airs weekly.

The “Masala Weekend” lineup beginning on July 2 includes:

ICC Cricket World – “ICC Cricket World” is the official weekly program of cricket’s highest authority, the International Cricket Council. This is the only weekly program of its kind to have full access to the sport and its participants, comprehensively covering all aspects of world cricket. Saturdays 1 pm ET/10am PT and Sundays 6 am ET/3 am PT.

Cricket Classics – Showcasing the classic cricket matches from over the years. Saturdays 1:30 p.m. ET/10:30 a.m. PT and Sundays 6:30 a.m. ET/3:30 a.m. PT.

India Business Week – Market trends and business news from India. Sundays 9 am ET/6am PT and 1 pm ET/10 am PT.

Discovery of India – Discover India’s fascinating beauty, culture, people, and history through this fascinating travelogue directed by Shyam Benegal and based on Nehru’s book. Hindi with English subtitles. Saturdays 7 am ET/4 am PT and Sundays 10 am ET/7 am PT.

South Asian Documentary – An exploration of South Asian history, culture, and lifestyle. Saturdays 6 am ET/3 am PT and 9 am ET/ 6 am PT.

This Week in India – Highlights of political, social, and entertainment news from India for the week. Sundays 9:30 am ET/6:30 am PT and 1:30 pm ET/10:30 am PT.

AZN Mast – The hottest music videos from India, presented in Hindi, Urdu, and Punjabi. Saturdays 2:30 pm ET/11:30 am PT and Sundays 7:30 am ET/4:30 am PT.

Asian Variety Show – Great Hindi movies and the best in Hindi music are highlighted by hosts Joya, Tina and Uday. Sundays 11:30 am ET/8:30 am PT.

Showbiz India – Showbiz India, in Hindi and English, shines the spotlight on the latest entertainment from India. Movies and music videos are reviewed by the hosts, and Reshma Dordi gets behind the scenes for interviews with your favorite Bollywood stars. Sundays 10 am ET/7 am PT and 5 pm ET/3 pm PT.

Showbiz India Extreme – The focus is on Indian-American events, festivals, and stars. Sundays 11 am ET/8 am PT and 6 pm ET/3 pm PT.

South Asian movies – Great Bollywood and South Asian movies are featured weekly. Hindi with English subtitles. Saturdays 3 pm ET/12 pm PT and Sundays 2 pm ET/11 am PT.

About AZN TELEVISION

AZN Television is the cable television network for Asian America. The channel's primetime programming targets the fast growing, young, affluent and English-speaking Asian American community with original programming produced in the U.S. Rounding out primetime are some of the most popular anime and music shows out of Asia. Daytime programming features drama series and timely news programs direct from Asia's leading broadcasters. Weekends are dedicated to programming for South Asian viewers. For more information, visit azntv.com

AZN Television is a service of International Networks, which also provides 16 premium cable television channels from various international sources in the languages of the country of origin. International Networks is the trade name of International Networks, LLC, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK). For more information, visit www.internationalnetworks.com.

###

Contacts:

Teresa Wiedel
International Networks/AZN Television
Tel: 303-712-5457
email: teresa.wiedel@i-channel.com