TV ASIA
"Home Away From Home"

February 27, 2006

Pamela Dinsmore
Vice President, Regulatory
Rogers Cable Communications Inc
9th Floor, 333 Bloor Street East
Toronto, ON M4W 1G9

Dear Ms. Dinsmore:

Re: Sponsorship Application for TV ASIA

This letter serves as evidence that TV Asia has agreed to be sponsored by Rogers Cable Communications Inc. (Rogers) for inclusion on the digital lists of Eligible Satellite Services (the Lists). We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada.

Description of Service:

TV Asia is a general-interest service offering programming in Hindi (75%)/Gujarati (7%)/English (8%)/Other Indian and South Indian language(s) (10%).

Background:

TV Asia, which originates out of Edison, New Jersey-USA, is North America's first 24/7 coast-to-coast entertainment and information channel for people of South Asian origin. TV Asia airs regularly scheduled programming in Hindi, English, Gujarati and other regional languages, 24 hours a day, seven days a week.

The legendary Indian movie star Amitabh Bachchan started TV Asia. It was first launched in April 1993 as a subscriber channel on "C Band" satellite, MMDS and cable. TV Asia was then added to a major direct broadcast satellite (DBS) service, DirecTV, in February 1994 and realized a subscriber base of approximately 16,000 until December 1996.

In 1997, as part of restructuring the network, a well-known entrepreneur and community leader based in the United States, Mr. H.R. Shah, took over TV Asia and led the company into a new era. TV Asia is now the premier South Asian network in North America.

ASIA STAR BROADCASTING, INC.
76 National Road, Edison, New Jersey 08817♦Telephone: (732) 650-1100♦Fax: (732) 650-1112

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In May 1998, we concluded our deal with International Channel Premium Networks for cable distribution. In July 1998, TV Asia launched on EchoStar.

TV Asia currently has over 110,000 subscribers via satellite (EchoStar) and cable in the United States.

Programming:

Attached please find a detailed breakdown of programming by genre, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule.

Program Genre	No. of hours/week	% of Total Program Schedule
News	23.5	13.99
Documentaries	0.0	0.00
Lifestyle/human interest/ recreation & leisure	25.0	14.88
Sports	0.0	0.00
Drama/Fiction/Comedy	44.0	26.19
Music/Variety	20.0	11.90
Religious	25.5	15.18
Other (includes Movies)	30.0	17.86

Attached is a program schedule, for the week of February 27, 2006, with descriptions of the programs that were broadcast during that week.

TV Asia currently has 2 hours per week of programs that are subtitled in English, which is 1.19% of the weekly programming schedule.

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Demand for Service:

The fact that Rogers, the largest cable operator in Canada, has requested that TV Asia be added to the Lists demonstrates the potential demand for our service in Canada

Rights for Distribution of Programming in Canada:

TV Asia confirms that it has obtained all necessary rights for distribution of its programming in Canada.

Non-Preferential or Non-Exclusive Programming Rights:

TV Asia confirms that it will not exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

Programming Supply Agreement:

TV Asia does not have a program supply agreement with a Canadian service.

Conclusion:

We appreciate Rogers' support for TV Asia. We believe that TV Asia can add substantially to the diversity of programming being offered by Canadian cable operators as part of their digital cable service.

Sincerely,

Jaideep Janakiram
Vice President

Copy to: H.R. Shah- Chairman

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