



FOR IMMEDIATE RELEASE

MULTI CHANNELS ASIA SECURES EXCLUSIVE RIGHTS TO BROADCAST OUTDOOR CHANNEL IN ASIA PACIFIC

Singapore, 6th, April, 2010 – Multi Channels Asia (MCA), a distributor of TV networks in Asia and the Pacific, today announced that it has entered into a partnership with Outdoor Channel to distribute and market the leading network for the outdoor genre in the United States to platforms in Asia and the Pacific.

Under the partnership, MCA has exclusive access to distribute Outdoor Channel's popular programming and market its established brand in MCA's markets. MCA intends to launch Outdoor Channel in High Definition (HD) during the second quarter of this year.

Gregg Creevey, Managing Director (Asia) and William Kelly, Managing Director (USA) at MCA commented, "We successfully previewed the network last year, and saw significant interest from a number of platforms in adding Outdoor Channel to their systems. The Asia and Pacific regions are well-known for outdoor activities and we are excited to be able to introduce viewers to a new and proven form of unduplicated outdoor and adventure entertainment. To have Outdoor Channel's robust and focused programming in HD is an added bonus for viewers."

"Our partnership with MCA reflects our continued focus on expanding our carriage in new regions and on new platforms," said Randy Brown, Executive Vice President, Affiliate Sales and Marketing at Outdoor Channel. "Gregg and William are two highly experienced network executives with extensive knowledge of the Asian media market, and we look forward to working with them on this endeavor."

About Multi Channels Asia:

MCA is a Singapore based media television company which represents, distributes and owns a number of thematic TV networks serving Asia and the Pacific. Founded in 2007 by senior pay TV executives Gregg Creevey and William Kelly, MCA operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA owns and operates Outdoor Channel (Asia), Lotus Channel (Asia) and represents Granada TV (UK) and Al Jazeera English among others.

About Outdoor Channel Holdings, Inc.

Outdoor Channel Holdings, Inc. (NASDAQ: OUTD) owns and operates Outdoor Channel, America's leader in outdoor TV, and Winnercomm Inc., an Emmy Award winning production and interactive company. Outdoor Channel offers programming that captures the excitement of hunting, fishing, shooting, off-road motorsports, adventure and the Western lifestyle and can be viewed on multiple platforms including high definition, video-on-demand, as well as on a dynamic broadband website. Winnercomm Inc. is one of America's largest and highest quality producers of live sporting events and sports series for cable and broadcast television. Winnercomm also owns and operates the patented Skycam and CableCam aerial camera systems which provide dramatic overhead camera angles for major sports events, including college and NFL football. For more information please visit www.outdoorchannel.com.

Media Contacts:**Multi Channels Asia**

Gregg Creevey

T: +65 9186 7216

E: gregg@multichannelsasia.com

William Kelly

T: +1 310 760 1440

E: billy@multichannelsasia.com

Outdoor Channel

Nancy Zakhary

Brainerd Communicators, Inc.

T: 212-986-6667

E: nancy@braincomm.com