



FOR IMMEDIATE RELEASE

OUTDOOR CHANNEL ANNOUNCES MAJOR CARRIAGE AGREEMENT IN THAILAND

Singapore, May 20th, 2010 – Multi Channels Asia today announced that Outdoor Channel, the world leader in outdoor entertainment, would join the newly formed HITS (Headend-In-The-Sky) platform operated by Cable Thai Holding Public Company Limited in Thailand.

Outdoor Channel was first previewed in Thailand during 2009 and quickly gained a following amongst provincial cable TV operators. Following its launch in **High Definition** later this year, Outdoor Channel will be available to over 500,000 households through 190 provincial CATV systems. This number is expected to grow as the HITS package is expanded and more operators look to the platform as a cost effective source for new TV channels.

Gregg Creevey, Managing Director (Asia) – Multi Channels Asia, said, “The provincial CATV market in Thailand has flourished over the past decade yet is incredibly fragmented and remains challenging for regional Pay TV channels. We are very supportive of this initiative as a way to promote legitimate licensing of TV content and greater channel choice for viewers. It’s also heartening that Thai viewers have so readily embraced the Outdoor Channel” concept and its programming”.

About Outdoor Channel:

Launched in 1994, Outdoor Channel is the world leader in outdoor entertainment television. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, hunting and more. Whether out on the ocean or on top of a mountain, Outdoor Channel covers a broad range of outdoor activities that thrill, inspire and entertain. The parent company of Outdoor Channel is Outdoor Channel Holdings Inc. (NASDAQ: OUTD) and in the USA the channel is available in more than 86m households.

In Asia Outdoor Channel is owned and operated by Multi Channels Asia Pte Ltd

About Multi Channels Asia:

MCA is a Singapore based media company, which represents, distributes and owns a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007 by 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 (Qatar) among others.

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