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BLOOMBERG TELEVISION APPOINTS MULTI CHANNELS ASIA TO MANAGE NETWORK DISTRIBUTION SALES

Singapore, August 12th, 2010 – Multi Channels Asia (MCA) today announced the company has been appointed to oversee and manage network distribution activities for the Bloomberg Television network throughout Asia and the Pacific regions.

MCA will focus on renewing and expanding distribution for Bloomberg Television via the region's core cable and satellite operators. In addition, MCA plans to extend Bloomberg Television's distribution in hotels and commercial premises, as well as further building the reach of the network via new IPTV and other platforms.

Bloomberg Television is a global 24-hour business and financial news network, delivering trusted, timely news with the strength of one of the largest news-gathering operations in the world. The network is currently available in more than 245 million homes worldwide, with plans for expansion into new markets and onto new platforms.

Gregg Creevey, Managing Director – MCA Asia said, "We are delighted that Bloomberg Television, a globally recognized and respected company, has chosen MCA to represent them for Asia and the Pacific."

William Kelly, Managing Director – MCA USA added, "We will aggressively apply our collective experience as well as the full resources and reach of MCA to ensure that Bloomberg Television extends its preeminent position as the leading authority in global business television."

Lindsey Oliver, Commercial Director for Bloomberg Television said: "We are pleased to announce Multi Channels Asia as our distribution representation for Asia and the Pacific. MCA will help Bloomberg Television expand our distribution in Asia and reach new markets in hotels and businesses."

About Multi Channels Asia:

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

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