



News Release

Outdoor Channel to Launch in Asia Through Exclusive Broadcast Agreement with Multi Channels Asia

Outdoor Channel HD to Premiere in Asia-Pacific in October

TEMECULA, Calif., Aug 26, 2010 /PRNewswire via COMTEX/ --Outdoor Channel (Nasdaq: OUTD), the world leader in outdoor entertainment, today announced an exclusive multi-year distribution agreement with Multi Channels Asia (MCA), a Singapore-based distributor of TV networks in Asia and the Pacific. Under the partnership, MCA will have exclusive access to distribute and market the network's high definition (HD) platform, Outdoor Channel HD, in Asia, Australia, New Zealand and India starting in October.

Outdoor Channel is the definitive outdoor media and entertainment brand for outdoor enthusiasts, sharing non-stop action and adventure through the experiences of esteemed outdoor personalities and world-renowned celebrities. The HD network packs its schedule with authentic hunting, fishing, shooting, off-road, adventure and conservation shows, like "Adventures Abroad," which showcases the world's most amazing hunting spots; trek around the globe in search of the biggest aquatic creatures on "Monster Fish"; and experience some of the murkiest waters and most dangerous places on earth in search of deadly predators on "Savage Wild."

"Outdoor enthusiasts rely on Outdoor Channel to provide the most unique content that resonates with their own adventures and experiences," said Randy Brown, Executive Vice President of Affiliate Sales & Marketing. "The partnership with MCA reflects our focus on elevating our leadership position globally to new regions and new platforms. MCA, with its specific territory expertise, infrastructure and relationships in overseas markets, allows viewers a chance to experience what makes the Outdoor Channel the world's leading network for the outdoor genre. We're excited to launch in these regions, as well as extend our international footprint in Europe, the Middle East and Africa as part of our distribution agreement with Chello Zone."

Through MCA, Outdoor Channel will initially be available to over 1.5 million households in the following seven countries: Korea, Papua New Guinea, Indonesia, Philippines, Taiwan, Thailand and Vietnam.

Gregg Creevey, Managing Director (Asia) and William Kelly, Managing Director (USA) at MCA commented, "The Asia and Pacific regions are well-known for their passion for the outdoors. We have been partners with Outdoor Channel for almost two years and Outdoor Channel has already been previewed across the Asia Pacific region for seven months last year, as Outdoor Channel and MCA worked with distributors and MSO's to confirm market interest and test programming formulas. The MCA team is excited to bring Outdoor Channel's unduplicated adventure entertainment to these regions as viewers will be able to travel around the world with the network and enjoy the highest quality outdoor programming in HD from their homes."

About Outdoor Channel Holdings, Inc.

Outdoor Channel Holdings, Inc. 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 leading 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 <http://www.outdoorchannel.com/>.

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 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), Bloomberg TV (USA) and Al Jazeera English among others. For more information please visit <http://www.multichannelsasia.com/>.

SOURCE Outdoor Channel Holdings, Inc.