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**OUTDOOR CHANNEL HD LAUNCHES 24 X 7 ACROSS ASIA-PACIFIC**

Singapore, December 6th, 2010, Multi Channels Asia (MCA) today announced the formal and full time launch of Outdoor Channel that will see the channel roll out in 6 key Asian markets.

Pay TV operators and distributors initially supporting Outdoor Channel include: Asahi Investment Corp/Nine Planners (Korea), Cable Boss and Cablelink (Philippines), Cable Thai Holdings and Triple T Network (Thailand), HiTron (Papua New Guinea), SkyNindo (Indonesia), TITV-MOD (Taiwan) and VTC (Vietnam). More operators will be announced in January 2011

Collectively these operators will represent more than 2 million Outdoor Channel households.

Gregg Creevey, Managing Director - Asia for MCA said "Since we started with a preview of Outdoor Channel in 2009, the response from Pay TV operators has exceeded all expectations. Now with our formal launch and roll out into over 2 million households across 6 countries, Outdoor Channel is one of the most successful new channel launches in recent years."

Outdoor Channel is broadcast across the Asia-Pacific region in full High Definition on ABS-1 and in Standard Definition on ABS-5 as part of a integrated broadcast services agreement with Asia Broadcast Satellite.

***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 36m 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 owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007, MCA operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA owns and operates Outdoor Channel (Asia), Havoc Television (Asia) and distributes Bloomberg Television (USA) ITV Granada (UK) and Al Jazeera English (Qatar) among others.

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