



## **MULTI CHANNELS ASIA PARTNERS WITH FISHING WORLD CHANNEL TO LAUNCH OUTDOOR CHANNEL IN CHINA**

**SINGAPORE, 14<sup>th</sup> October 2011** – Multi Channels Asia (MCA) today announced that Outdoor Channel (OC), THE WORLD LEADER IN OUTDOOR ENTERTAINMENT, has signed a long-term partnership agreement with Chinese broadcaster, Fishing World Channel (FWC).

FWC will air several hours of Outdoor Channel content as part of a daily programming block and will be available to 60 million digital Pay TV households across China.

The partnership with the Chinese specialty channel marks Outdoor Channel's first-ever deal in China and follows the network's rapid expansion across Asia-Pacific after a succession of launches in the region during 2011.

William Kelly, Managing Director - Multi Channels Asia (USA) said, "Our partnership with Fishing World Channel is a testament to the strong appetite for and appeal of Outdoor Channel and its programming. We look at this as a very small but important first step in expanding Outdoor Channel's programming presence in what will eventually be the world's largest market for multi channel pay television"

Randy Brown, Executive Vice President – Affiliate Sales and Marketing of Outdoor Channel said, "China is a very important market for us strategically as we're focused on high growth international markets to broaden our global footprint and audience base. We are delighted to partner with Fishing World Channel to introduce our unique blend of compelling, original outdoor entertainment to enthusiasts throughout the country."

Whensheng Zhu, President of Fishing World Channel said, "We are really happy to enter into a long-term deal with Outdoor Channel. As China's leading outdoor lifestyle channel, we want to partner with the best. China is currently undergoing amazing transformation with increasing affluence of its consumers, rapid growth of digital TV subscribers and growing interest in outdoor-related leisure activities, and our new agreement will ensure that we will be able to ride on this wave of growth."



***About Outdoor Channel:***

Launched in 1994 in the USA, Outdoor Channel is the world leader in outdoor entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, extreme and 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. Outdoor Channel is available in more than 40 million households worldwide. In Asia, Outdoor Channel is operated under license by Multi Channels Asia.

***About Fishing World Channel:***

Fishing World Channel launched in 2004 and is the only channel of its kind focused on China's 90 million anglers.

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