



## **OUTDOOR CHANNEL UNVEILS ALL NEW, EXCLUSIVE, FIRST RUN HD PROGRAMMING & REVITALIZED SCHEDULE**

**SINGAPORE, December 8<sup>th</sup> 2011** - Outdoor Channel (Asia), the world leader in outdoor entertainment television, today announced more than 300 hours of new, exclusive, first run programming series and specials that will premiere on the network in 2012 – all in stunning high definition.

The 2012 Outdoor Channel schedule will consist of freshly acquired Asian and international outdoor sports entertainment programs as well several new original productions and returning favorites of the latest top rated hit shows from the USA.

Outdoor Channel also announced a revamped schedule to be anchored by several distinct programming franchises such as Outdoor Wet & Wild, Outdoor Adventure, Outdoor Lifestyle, Outdoor X, Hour of Power and Gone Fishin'.

A selection of the new and exclusive shows that will premiere in 2012 include:

**Freeride World Tour:** Watch as the world's best freeriders, skiers and snowboarders take on some of the world's most renowned and dangerous ski slopes in pursuit of the world title.

**Multisport 7:** Magazine show that features the best adventure sports from around the world with a focus on elite athletes and the enduring human-interest stories.

**Kite Board Tour Asia:** Asia's first ever sanctioned international kiteboard competition formed to give Asia kiteboarders an international platform.

**Mongolian Bike Challenge:** Comprising of over 1,400 kilometers of beautiful and unspoiled terrain, the Mongolia Bike Challenge is a long and demanding race traversing this amazing Asian wilderness

**Asia Pacific Rally Championships:** The ultimate off-road driving experience as teams navigate across some of region's toughest and most challenging terrains

**Indonesian Surfing Championship & Asian Surfing Championship:** Asia's top surfers ride the world's most exotic waves as they compete in the Indonesian Surfing Championship and Asian Surfing Championship.



**Adventure racing World Series:** Unites the world's best endurance athletes for a spot in the finale event of the adventure racing sport, the ARW Championship.

**Thundercats Racing Series:** Watch Thundercats Racing Series and you will understand why it is one of the world's fastest growing watersports.

**Mudslingers:** A show that features action-packed obstacle courses, mud-bogging pits, trail rides and rock climbers. A guilty pleasure destination for every testosterone-filled man.

**Madfin Shark:** Takes the best anglers in the world and puts them nose to nose with the ocean's most fearsome predators in the only world's only televised catch and release, shark fishing tournament.

**The Fish Fishburn Show:** Laugh out loud with Fish Fishburn, an angler who knows how to mix humor and fun with fishing.

**Impossible Shots:** a half-hour of entertainment and amazement, as the world's best professional Exhibition Shooters demonstrate their skill performing shots that would be impossible for any one else to accomplish.

**Penn's Big Water Adventures:** Join Mark Davis as he travels the Atlantic, Pacific, Gulf of Mexico and beyond in search of the best saltwater angling action each destination has to offer.

**Total Outdoorsman Challenge:** Head to head, arrow to arrow. From rifle to fly rods and more, witness the dramatic journey of 16 outdoor enthusiasts in the ultimate outdoor test of skill, nerve, might and agility.

Gregg Creevey, Managing Director - Multi Channels Asia (owner and operator of Outdoor Channel in Asia), said; "In just twelve months since our launch, Outdoor Channel has captured the attention of operators and the imagination of viewers around the region. Our rapid growth has enabled us to accelerate investment in a host of exclusive international and Asian high definition programming. We will be announcing even more exciting and exclusive first run programming initiatives over the coming months."

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***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. Outdoor Channel is available in more than 40 million households worldwide. In Asia, Outdoor Channel is owned and operated by Multi Channels Asia.

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