

OUTDOOR CHANNEL SIGNS BROAD COOPERATION WITH TOUR DE TIMOR AND GOVERNMENT OF TIMOR-LESTE

SINGAPORE, 15th December 2011 - Outdoor Channel (Asia), the world leader in outdoor entertainment television, has signed an exclusive pan-regional partnership with Tour de Timor and Government of Timor-Leste that will see Outdoor Channel provide extensive pan-regional coverage of Tour de Timor next year.

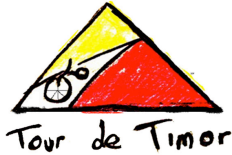
Billed as “the world’s toughest mountain bike race”, Outdoor Channel will be broadcasting the event in full High Definition, as over 400 international and local cyclists traverse nearly 600 kilometers across Asia’s youngest country.

2012 will mark the fourth year of the Tour de Timor, which has become a highlight of the international cycling calendar, known for its diverse and spectacular landscapes.

Gregg Creevey, Managing Director - Multi Channels Asia (owner and operator of Outdoor Channel – Asia) said, “The Tour de Timor is a very unique event that is gaining world acclaim and interest from Asia and around the world. We are really pleased to cooperate with the organisers of Tour de Timor and Government of Timor-Leste, and we hope that by broadcasting the Tour we can help provide greater understanding and appreciation of Timor’s unique topography, culture, and its people. Viewers can expect scenic seaside rides, grueling climbs, treacherous downhill sprints, spectacular mountain views and fervent local support.”

Sean Ferguson-Borrell, Event Director from the Office of the President, Timor-Leste said, “The Tour de Timor is a young race, but it has already accomplished a lot, What is incredible about the race now though, is how far it can go in terms of surpassing its objectives. On a national basis the Tour de Timor brings the nation together: building peace, national pride and developing sporting excellence in a sport where four years ago there was very little support for athletes. Now Timorese athletes represent their nation in races in Australia, Malaysia and at the SEA games.

Mr. Ferguson-Borrell went on to say: “Internationally the Tour de Timor will really start to gain notoriety thanks to the relationship we have developed with Multi Channels Asia. Their support of the event will put the race into millions of households across Asia: showing the region what a beautiful, unique and safe place Timor-Leste is to visit. 2012 will be a massive year for the race. Especially given the significance of the ten year anniversary of the Restoration of Independence and the fact that the Tour de Timor will cross the international border with Indonesia, visiting the final of the thirteen districts, Oekussi. Being the only bike race in the Southern hemisphere to do



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this and with a now friendly neighbour whose relationship in the past has been troubled - means that we are dealing with a very real and potent symbol of peace.”

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 (under license) by Multi Channels Asia.

About Tour de Timor:

Launched in 2009 by current-President of Timor-Leste, Dr. José Ramos-Horta, who initiated the Tour de Timor in 2009 to cultivate peace and national unity in Timor-Leste. Since its inaugural event, the Tour de Timor has grown rapidly into a premier international mountain biking event, with over 350 international and local cyclists competing for the trophy and prize money in excess of US\$100,000.

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