



OUTDOOR CHANNEL SIGNS PARTNERSHIP WITH ASSOCIATION OF SURFING PROFESSIONALS AUSTRALASIA

SINGAPORE, 17th January 2012 - Outdoor Channel (Asia), the world leader in outdoor entertainment, has signed a pan-regional partnership with Association of Surfing Professionals (ASP) Australasia that will see Outdoor Channel provide pan-regional coverage of ASP Australasia events.

Under the terms of the Agreement, Outdoor Channel will become ASP Australasia's pan-regional broadcast partner, and will broadcast its top Asian and Oceania events, such as the Sri Lankan Airlines Pro held at Sri Lanka's Arugam Bay and Surfest held annually at Newcastle, Australia.

Gregg Creevey, Managing Director - Multi Channels Asia (owner and operator of Outdoor Channel – Asia) said, "We are pleased to join hands with ASP Australasia, which will not only give professional surfers from Asia-Pacific to showcase their skill and energy evident in surfing as a sport, but also feature some of the amazing beaches and seaside towns hosting these events."

Dane Jordan, General Manager of ASP Australasia said, "We are thrilled about this landmark partnership with Outdoor Channel that will assist us in showing more of the world the exciting and unique events we have in our region. This unparalleled exposure will showcase the world-class waves and beautiful locations that play host to our events and gives our surfers the chance to put their skills on display to a larger audience."

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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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