



OUTDOOR CHANNEL CELEBRATES SECOND ANNIVERSARY WITH NEW CARRIAGE DEALS

SINGAPORE – February 21st, 2012 – Outdoor Channel, the World Leader In Outdoor Entertainment, today announced several new carriage agreements across Asia.

Now in its second year of broadcasting to the region, Outdoor Channel is already seen in more than three million households. Recently, Outdoor Channel signed new carriage agreements with the following Pay TV operators:

- Orange - Indonesia
- CJ TVing – South Korea
- Sky Television – Sri Lanka
- Media Net – Maldives
- D-Dish – Mongolia
- Supervision – Mongolia

In addition, Outdoor Channel has secured the pre-requisite landing license in Taiwan, one of the region's most important cable TV markets, with more carriage agreements to be announced shortly.

These new carriage agreements increase the number of countries where Outdoor Channel has launched in the past 12 months to ten.

Gregg Creevey, Managing Director – Multi Channels Asia said "Asia clearly loves the great outdoors and all that Outdoor Channel represents in terms of its totally unique, fresh and exclusive HD programming. Outdoor Channel has been one of the most successful new channel launches in recent years and continues to expand rapidly in both the number of countries and households reached. We are on track to achieve five million households by the end of this year."

About Outdoor Channel:

Outdoor Channel is the World Leader In Outdoor Entertainment television. The channel features traditional and contemporary outdoor sports such as fishing, off-road, hunting as well as water, motor and extreme sports. 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 world-wide. In Asia Pacific, Outdoor Channel is operated (under license) by Multi Channels Asia Pte Ltd.

About Multi Channels Asia:

Founded in 2007 and based in Singapore, MCA is Asia's leading distributor of independent pay TV channels. MCA operates Outdoor Channel (Asia), Havoc TV (Asia) and represents Bloomberg Television, Kids Co. and ITV Granada, Motorvision and NDTV Networks.

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