



OUTDOOR CHANNEL-HD LAUNCHES ON DTH IN THE PHILIPPINES

SINGAPORE – March 12th, 2012 – Multi Channels Asia today announced that Outdoor Channel, the World Leader In Outdoor Entertainment, has launched on the Cignal DTH platform in the Philippines and for the first time in High Definition.

Outdoor Channel-HD will be part of Cignal's postpaid package plans from P590 and up. This latest carriage deal brings to 50 the number of operators that have launched Outdoor Channel in the Philippines, making it the fastest growing channel in the market.

The multi year deal with Cignal was negotiated by Cable Boss, the exclusive distributor of Outdoor Channel in the Philippines.

Mr. Peter Yee, president of Cable Boss, said; "We are extremely delighted that this partnership allows many more viewers access to excellent content that highlight in full-HD quality the best of outdoor activities."

Annie P. Naval, Managing Director of Cignal said; "High definition programming is important to our subscribers and we're thrilled to be given the opportunity to deliver Outdoor Channel-HD to them. Fans of the great outdoors can now enjoy their brand of entertainment right from their homes and in pure HD quality."

About Outdoor Channel:

Outdoor Channel is the World Leader In Outdoor Entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, safari 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., ITV Granada, Motorvision and NDTV Networks.

Media Contacts:

Multi Channels Asia / Outdoor Channel (Asia)

Gregg Creevey

T: +65 9186 7216

E: gregg@multichannelsasia.com

William (Billy) Kelly (USA)

T: +1 310 760 1440

E: billy@multichannelsasia.com