



**OUTDOOR CHANNEL-HD LAUNCHES ON SKY CABLE PHILIPPINES
AND NOW AVAILBALE ON EVERY MAJOR SYSTEM OPERATOR IN
METRO MANILA**

SINGAPORE – March 19th, 2012 – Multi Channels Asia today announced that Outdoor Channel, the World Leader In Outdoor Entertainment, has launched on the Philippines largest MSO – Sky Cable.

Outdoor Channel-HD will join Sky Cable's expanded range of HD channels as part of the All In HD package as well as HD Mini packages. This latest carriage agreement gives Outdoor Channel an unrivalled level of distribution in Metro Manila with the channel now available on every major system operator in the Philippine's most important cable market as well as Sky Cable systems in Cebu and Davao.

Outdoor Channel is the fastest growing channel in the Philippines

The multi year deal with SkyCable 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 Sky Cable subscribers will now enjoy the beautiful programs of Outdoor Channel in HD clarity. The carriage of the channel by Sky certainly allows for more people to access compelling content that only Outdoor Channel-HD can provide."

Jaja Suarez, Head of Programming – Sky Cable said; "We are continuously providing our subscribers with new content genres to further enhance their sources of entertainment and leisure. Sky Cable is pleased to include Outdoor Channel in our HD line up to address this gap by providing an outdoor-based adventure-filled channel for enthusiasts and spectators alike".

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.

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