



OUTDOOR CHANNEL UPS AUSTRALIAN CONTENT WITH CAIRNS ADVENTURE FILM FESTIVAL PARTNERSHIP

SINGAPORE, 31st May 2012 - Outdoor Channel (Asia), the world leader in outdoor entertainment television, has signed a long-term, pan-regional partnership with the Cairns Adventure Film Festival (CAFF), which will see Outdoor Channel become its official pan-regional media partner and showcase the best entries from the festival.

Now into its third season, the CAFF offers professional and amateur Australasian and Asian adventure and adrenaline sports junkies and filmmakers a platform to showcase their activities and their films. The festival profiles a broad range of outdoor sports, including skydiving, surfing, mountain biking, kiteboarding, BASE jumping, whitewater rafting and mountaineering.

Gregg Creevey, Managing Director - Multi Channels Asia said, "Cairns Adventure Film Festival especially celebrates Australia's innate love of adventure and the outdoors and will resonate very strongly with Outdoor Channel's core audience."

Rebecca Scott, Festival Director, Cairns Adventure Film Festival said, "We are thrilled to obtain the support from Outdoor Channel as official media partner for the Adventure Film Festival. Each year we look for the very best stories, tales and characters from the outdoors, whether is that through adventure activities or action sports. Through Outdoor Channel we hope that we will be able to present and showcase the best of these films and experiences back to more like-minded enthusiasts and viewers."

###



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, safari 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 and is available in 10 countries and more than 3.5mn households

About Cairns Adventure Film Festival:

Since its inception in 2010, the Cairns Adventure Film Festival (CAFF) is Australia's only adventure film festival that celebrates specifically Australasian and Asian-themed adventure films. The Cairns Adventure Film Festival aims to showcase Australasian, East and South-East Asian adventure sports and adrenaline-filled short films created by enthusiasts from all experience levels and sporting backgrounds. In 2012, CAFF introduced a Stills Photography category that was well received by the adventure photographer community. CAFF also provides an opportunity, for people of all ages, to edit and produce a film featuring adventure activities and/or action sports, and profile all forms of adventure and street sports, such as skating and urban activities such as free running or parkour. To increase involvement of the viewing public, CAFF uploads the Stills Photos and the ultra-short adrenaline packed "Mad Minutes" films onto their website prior to the event, and the winner is decided by the voting public. For more information, please visit www.caff.net.au.

Media Contacts:

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

Cairns Adventure Film Festival

Rebecca Scott

+ [61 410 790 738

E: becs@caff.net.au