



OUTDOOR CHANNEL LANDS IN SINGAPORE ON TOGGLE
***Outdoor Channel now available in Singapore across multiple devices,
including personal computers, smartphones, tablets and connected TVs***

SINGAPORE, 4th April 2013 – Multi Channels Asia (MCA) announced today that Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has launched on MediaCorp's personal entertainment service, Toggle - the first time Outdoor Channel will be available in Singapore.

Outdoor Channel will be available to users across multiple devices – online and as an app on iPhone and iPad – via Mediacorp's Over-the-Top (OTT) service. The app on connected TVs and Android devices will be available in May.

Mr Philip Koh, Managing Director, Convergent Media Division, MediaCorp, “We are pleased to be the first in Singapore to launch Outdoor Channel on Toggle. The channel’s programming is unique and caters to viewers who love the action and adrenaline rush of both contemporary and traditional outdoor sports. We believe that this will greatly enhance and complement our programming line-up.”

Gregg Creevey, Managing Director - MCA said “This is an important launch for Outdoor Channel as Singapore is the leading media hub in the Asia region. It’s also great to be so closely associated with a service like Toggle that combines innovation and content diversity – two of the hallmarks of Outdoor Channel., Toggle will mean viewers will have full flexibility to enjoy such Outdoor Channel’s programming – such as *Elite Tactical Unit, Major League Fishing, FIA Asia Pacific Rally Championships, Madfin Shark, Kiteboard Tour Asia, Langkawi International Mountain Bike Challenge* – anywhere, anytime.”

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About Outdoor Channel:

Launched in 1994, Outdoor Channel is the World Leader In Outdoor Entertainment. 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 60 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 14 countries and more than 5 million households.

About Toggle:

Toggle's over-the-top service offers entertainment, information and news across multiple platforms. Channels offered include: Toggle Eve, Toggle Kids, Toggle Movies, Body in Balance, TravelXP, Havoc 247, KBS World, Motorvision, FashionOne, Jiangsu TV, Channel NewsAsia and Channel 8i. Also available on demand are Comedy Central Asia and movies from Disney, Cinemaworld HD, KIX & Thrill Select and Celestial Movies. For more information on subscription plans, kindly log on to www.toggle.sg or contact our Toggle Customer Care Hotline at 6388 3888.

About MediaCorp:

MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media.

It pioneered the development of Singapore's broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week.

Initiatives in the new digital space include Internet TV-on-demand, High Definition TV broadcast and Over-the-Top (OTT) interactive services.

Beyond Singapore, MediaCorp is an active regional player through co-productions in TV dramas and movies, magazines publishing, as well as Channel NewsAsia International, one of the first Asian-owned English news channels.

Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit www.mediacorp.sg.



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