



**OUTDOOR CHANNEL ASIA AND KTA JOIN FORCES
FOR IKA WORLD CHAMPIONSHIP**
***Channel Extends Commitment With KTA And Appointed As Official
Regional Broadcaster of Kiteboarding's World Championship***

SINGAPORE, 8th November 2013 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has announced that they will launch the upcoming season of the Kiteboard Tour Asia (KTA) with an all-new show on the International Kiteboarding Association (IKA) Kiteboard Course Race World Championship held later this month in Hainan, China.

This cooperation re-affirms the close partnership between KTA and Outdoor Channel as the official supporting media partner of the KTA Asian Championship Tour for the past two seasons.

Outdoor Channel Managing Director, Gregg Creevey said, "Outdoor Channel is firmly committed to growing and broadcasting Asian sports in the region. Kiteboarding is rapidly gaining popularity across Asia-Pacific and we are pleased to be the official broadcast partner for this prestigious event which will see the world's best kiteboarding athletes travel to China to compete for the world crown."

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 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 15 countries and more than 5 million households.

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