



OUTDOOR CHANNEL BUMPER PROGRAMMING LINE-UP FOR 2014

New Line-up of Original Productions, Increased Asia Programming & Travel Show

SINGAPORE, 27th January 2014 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has announced a fresh slate of programming for 2014, which includes a number of popular original productions – such as reality series *Bottom Feeders* as well as the highly anticipated return of *Savage Wild* – alongside a revitalized line-up of Asian and international outdoor sports entertainment programmes.

Outdoor Channel will also premiere a number of new exclusive originals, including *Trip Gone Bad*, and comedic series *Marc and Todd's Crazy Clips*, and also introduce a brand new destination-viewing theme night 'Wet & Wild' on Wednesdays as well as a new strand of travel programming with adventure travelogue, *A Sporting Paradise*.

The channel has also renewed its strong commitment to Asian programming with a number of new shows, such as *Ironman Asia Pacific Championships*, *Australasian Safari*, *World Heli Challenge*, and *Action Sports Games*.

Other Asian and international sports franchises renewed or freshly secured include: 70.3 Asia Pacific Ironman Championships, adventure and extreme sports series *Wild Spirits*, *FIA Asia Pacific Rally Championships*, *Langkawi International Mountain Bike Challenge*, *Kiteboard Tour Asia*, *Wake Park World Championships*, *Peak to Creek*, *Haute Route*, *Aerobic Freestyle Challenge*, *Red Bull Romaniacs*, *Swatch Girls Pro*, and *Adidas Rockstars*, amongst others.

Kevin Sim, Director, Multi Channels Asia said, "Together these 2014 programming initiatives reflect the growing mainstream appeal of Outdoor Channel as a destination for sports and lifestyle programming that cannot be seen anywhere else on pay-TV. In a sea of channel sameness and multiple branded extensions, Outdoor Channel is a rare example of a channel with a truly unique and unduplicated content and channel proposition."

A selection of the new and exclusive shows that will premiere in 2014 include:

New Originals:

Bottom Feeders: *Bottom Feeders* is a new reality series that chronicles the epic struggles of commercial fisherman as they battle Mother Nature, and each other crews to bring in "the big haul" and put food on the family table. Whether small-time, single-man operations or large teams, all of them share a common love of the river. And all are Bottom Feeders.



Trip Gone Bad: *Trip Gone Bad* is a new adventure series that focuses on stories of survival as told by the outdoorsmen who lived to tell the tales. Featuring vivid, action-packed re-enactments, this series plunges viewers firsthand into the life and death struggles that each outdoorsman encountered, and explores not only the story of survival, but the techniques used to come out alive. Dive into survivors' emotional journey as you watch them survive the unthinkable!

Marc & Todd's Crazy Clips: Hosted by comedian Marc Ryan, *Marc & Todd's Crazy Clips* is an action-packed and wacky showcase of the wildest, most outrageous and downright stupidest situations, stunts, crashes, pranks and surprises ever seen outdoors and caught on video!

Dirt Trax Television: *Dirt Trax Television* features the best stories from the exciting world of off-road adventure, which packs in the latest on All Terrain Vehicles (ATVs), wild adventures destinations and spectacular scenery!

Returning Favourites:

Langkawi International Mountain Bike Challenge: Head to mystical Malaysian isle of Langkawi as several top contenders from around the globe, and offers just about everything for the adventurous and those seeking serious mountain bike action.

Asia Pacific Rally Championship: Asia's ultimate off-road driving competition returns for a brand new season. Catch new teams, new drivers, new constructor teams take on their the toughest and most challenging terrains of Asia-Pacific!

Savage Wild: Predatory expert Manny Puig returns back for a new season, as he wrestles wild boars, maneuvers with monster alligators or hops a ride with a great white shark surviving with only the most rudimentary tools.

Major League Fishing: Featuring 24 of the world's best professional anglers, *Major League Fishing* is a high pressure, high octane fishing tournament, which allowing fans to get up close to competitors as they face difficult, real-time challenges of competitive angling.

Asian Programming:

Australasian Safari: Known as the Dakar Rally of the Pacific, the Australasian Safari is an adventure race where competitors will traverse outback roads and tracks via routes with different geographical challenges across Western Australia's amazing Outback.

Ironman Asia Pacific Championships: Follow the journey of some of the fittest and toughest athletes from Asia and around the world take on one of the most grueling and demanding



endurance events on the planet as they compete to complete the race, and secure a spot at the fabled Ironman finals in Hawaii.

World Heli Challenge: An elite level heli-accessed free ride event held in New Zealand where skiers and snowboarders from around the globe jump off the helicopter to showcase high speed maneuvers down snowcapped mountains

Action Sports Games: Catch all the buzz and action of wakeboarding, water skiing, freestyle motocross, skateboarding and BMX riding coming together in one massive adrenaline pumping action sports games event!

Travel

A Sporting Paradise: Shot in a creative, postcard style, *Sporting Paradise* is a lifestyle driven series combines the best of sport & travel to showcase the best destination-driven events across Asia Pacific. Explore exciting events and the locations that make them so special - whether its local landmarks, colour or culture; whether it's the food, fauna or characters or just the postcard scenery - the series showcases the very best of popular destination driven events across the Asia-Pacific!

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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 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.

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