



DIALOG TV GEARS UP FOR FURTHER GROWTH WITH OUTDOOR CHANNEL LAUNCH

Sri Lanka's leading Pay TV platform adds Outdoor Channel as part of expansion strategy

SINGAPORE, 9th March 2015 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has announced that it has joined forces with Dialog Television, Sri Lanka's leading Pay TV service provider, to offer the channel across the island nation.

The move to add Outdoor Channel follows Dialog's recently unveiled expansion strategy to migrate their existing subscribers to its MPEG-4 broadcast platform. This will see the Direct-To-Home (DTH) service provider swell its channel offerings from 94 to 120 and underline its position as Sri Lanka's premier Pay TV provider.

Gregg Creevey, Managing Director, Multi Channels Asia, said, "The launch with Dialog is an exceptional start to Outdoor Channel's fifth year on air in the in Asia-Pacific region. It also marks the 16th Asian territory in which Outdoor Channel is available to outdoor adventure-seeking audiences. Dialog is Sri Lanka and South Asia's premier pay TV platform and being selected to be part of their expansion plan is another clear endorsement of Outdoor Channel's unique and unduplicated channel proposition."

Chirantha De Zoysa, Head of Business – Television of Dialog Axiata PLC said: "We are pleased to welcome Outdoor Channel to the Dialog Television family as part of our expanded content proposition. The Outdoor Channel is integral for Dialog to significantly enhance the value of our programme offering. Through its range of exciting adventure, action and outdoor sports content, it will help us better appeal and engage with our subscribers."

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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 16 countries and more than 5 million households.

About Dialog Axiata PLC:

Dialog TV is a fully owned subsidiary of Dialog Axiata PLC and operates a Direct-to-Home (DTH) Digital Satellite TV service and is the market leader in Sri Lanka's Pay TV sector. DTV supports a broad array of international and local content in both Standard Definition (SD) and High Definition (HD) formats alongside a wide portfolio of Sri Lankan television channels and delivers high quality infotainment to a viewer base in excess of 450,000 Sri Lankan Households.



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