



OUTDOOR CHANNEL MARKS FIFTH ANNIVERSARY WITH FRESH PROGRAMMING DIRECTION *Unveils New Programming Theme #WhatsYourStory*

SINGAPORE, 9th January 2015 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, today unveiled a revitalized programming slate together with a new theme for 2015, #WhatsYourStory.

In 2015, Outdoor Channel will feature shows that offer an inside look into the people and stories behind why they choose to pursue their outdoor passions. The personality-led programming will chronicle the journeys of these outdoor enthusiasts as they confront challenges and fears head on. Included are new and exclusive Outdoor Channel originals, such as “Elephant Country”, “The Reluctant Outdoorsman”, “Alaska Ultimate Bush Pilots”, “The Gunfather” and “Search4Hurt” from ESPN, as well as returning favorites, such as “Madfin Shark”, “Wardens” and “Monster Fish”.

As part of Outdoor Channel’s continued commitment to expanding the availability of outdoor adventure programming in Asia, the network will also be premiering Malaysia’s legendary “Rainforest Challenge” – widely regarded as one of the toughest off-road events in the world – adrenalin-filled, cinematic “World Heli Challenge”, alongside a slew of popular returning shows, “FIA Asia Pacific Rally Championships”, “Langkawi International Mountain Bike Challenge” and “Ironman Asia Pacific Championships”.

In addition to “IndyCar” and “X Games”, which are already running on the network, Outdoor Channel will expand its exclusive partnership with ESPN by announcing a new slate of ESPN programmes that will also air on the network in 2015.

Gregg Creevey, Managing Director, Multi Channels Asia said, “This new programming direction reflects Outdoor Channel’s core audience as a passionate community that is bound by their innate and instinctive desire for adventure, survival and comradery. Based around the overarching theme of #WhatsYourStory, the 2015 Outdoor Channel schedule is packed with shows that highlight the personal and often epic struggles and riveting journeys with adrenaline-filled adventures as-told through authentic and gripping storytelling.”

Among the new and exclusive shows that will premiere on Outdoor Channel in 2015 are:

“The Reluctant Outdoorsman”: Find out what happens when a clumsy, apprehensive suburban man is pit against some of the most intense outdoor challenges imaginable. Watch bumbling, lovable Derek as he takes on series of grueling and intense adventures in this new comedic, unscripted reality series.

“Elephant Country”: Experience the story of a man who dedicates himself to exposing the truth about elephant poaching. Ivan Carter’s run-ins with poachers and the world’s biggest largest land mammals ensure that there’s never a moment to let his guard down.



“Alaska Ultimate Bush Pilots”: Follow the daily thrills of daredevil bush plane pilots as they risk dangerous weather, animals and terrain to cater to the adventurers who want to explore the deadly, wild and beautiful landscape of Alaska.

“The Gunfather”: A reality show with over-the-top and passionate characters, “The Gunfather” follows the journey of Louie Tuminaro, who discovers his life passion to buy and sell guns, and moves his entire family thousands of miles to the mid-west to realize his dream. An edgy, tough-talking New Yorker in rural Montana selling guns – what’s the worst that could happen?

“Search4Hurt”: Expect plenty of action and plenty of hurt. Host Matt Murphy is looking for two athletes to join his elite team, and it is no ordinary job interview as candidates are put through “suffer fest” on mind and body designed to push their limits to qualify for a campaign of extreme endurance events and gruelling training sessions.

“Rainforest Challenge” (RFC): Widely considered one of the toughest motor races in the world, where even completion is considered a victory, Rainforest Challenge is an extreme off-road 4x4 sports and adventure event that attract participants from over 30 countries annually.

“World Heli Challenge”: An elite level heli-accessed free ride event held in picturesque New Zealand where skiers and snowboarders from around the globe jump off the helicopter to showcase spectacular, high speed manoeuvres down amazing snow-capped mountains.

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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.

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