



**OUTDOOR CHANNEL PLANS MOVE INTO MEDIA SALES
FOLLOWING DISTRIBUTION EXPANSION IN VIETNAM**
*Channel doubles market reach in Vietnam following carriage
on the country's largest cable network*

HO CHI MINH / HANOI, 19th June 2015 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has announced that it has secured carriage on Saigon Cable Television (SCTV), the largest cable TV platform in Vietnam.

The launch comes closely after previously announced carriage deals with Vietnam Post and Telecommunication Group's MyTV, Viettel and FPT Telecom. With this latest carriage deal Outdoor Channel's distribution doubles to almost two million Pay TV households in Vietnam.

Gregg Creevey, Managing Director, Multi Channels Asia, said, "Vietnam is fast growing into one of Outdoor Channel's most important markets and this important carriage deal with SCTV marks the largest expansion during our fifth year anniversary. We have now crossed an important milestone and together with our partners, Thaole, we plan to open up media sales for Outdoor Channel. Vietnam is going to figure very prominently in this next stage of growth".

About Outdoor Channel:

Outdoor Channel is the World Leader In Outdoor Entertainment, featuring traditional and contemporary outdoor sports such as fishing, off-road, water sports, adventure and more. Outdoor Channel is available in more than 40 million households worldwide. In Asia the channel is owned and operated (under license) by Multi Channels Asia and is available in 16 countries and some 6 million households.

About Thaole Entertainment:

Thaole Entertainment is based in Ho Chi Minh City and has positioned itself as one of the leading content providers to the Vietnamese broadcast industry. The company has an established reputation within the television industry and is known for its integrity and professional service.

The Thaole Entertainment team has collectively more than 20 years of experience in the broadcast industry by broadcast consultancy services, programming strategy and development, logistics and programming PR strategies.



Media Contacts:

Thaole Entertainment

Linh Hong Phan

T: +84 8 3517 8989

Outdoor Channel Asia

Gregg Creevey

T: +65 9186 7216

E: gregg@multichannelsasia.com