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OUTDOOR CHANNEL ANNOUNCES MAJOR EXPANSION
***Branded block launch in Australia, expansion in Malaysia and Sri Lanka
and new carriage deals in Vietnam and East Timor***

Singapore, February 22nd 2016 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, goes into its 6th year on air as one of the regions most successful new channel launches and fastest going networks.

The network announced new carriage agreements including Hanoi Cable TV in Vietnam and ETO East Timor. In addition, as mark of the channel's popularity and relevance Outdoor Channel will move from a tiered service to a basic carriage service on Dialog TV Sri Lanka and expand in Malaysia to become a basic service for TMNet Hypp TV households.

In another important strategic move, Outdoor Channel will enter the Australian free-to-air space as part of weekly branded block on lifestyle channel 4METV with supporting cross platform promotion through the national Seven Network.

Collectively these new deals swell Outdoor Channel's distribution footprint to 16 countries and 6 million full time subscribing households and 9.3 million day part households.

Gregg Creevey, Managing Director, Multi Channels Asia said, "Outdoor Channel (Asia) has truly been a breakthrough proposition for us as well as our supporting pay-TV partners. In just 5 years we have created a whole new pay-TV genre built around the passions of the outdoor lifestyle and pursuits. We are thankful for the support the channel has received and how well our programming has been embraced and are excited about the next 5 years as we continue to build and expand the channels unique sports lifestyle proposition."

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, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 16 countries and some 6 million households.

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