



OUTDOOR CHANNEL MOVES INTO LOCAL PRODUCTION

New Mini-Series Featuring Singapore-based YouTube Personality and Influencer, Luke Maow Bear

SINGAPORE, 20th April 2016 - Outdoor Channel (Asia), the World Leader In Outdoor Entertainment, today announced that it has commissioned a new mini-series of fishing tips and insights presented by Asian YouTube personality, influencer and extreme angler, Luke Maow Bear. The new mini-series premieres on Outdoor Channel in May 2016.

The foray marks Outdoor Channel's first move into local production and is part of the network's dedicated push to feature even more relevant, entertaining Asian content and talent.

Well-known in the Asian fishing community, Luke is a colorful character who has been an avid angler for 20 years, and started fishing at local beaches and ponds before moving into freshwater and saltwater locales across the region. Singapore-based, Luke – who also owns and operates fishing enthusiast website, FishingKaki.com – is also a strong proponent of sustainable 'catch and release' fishing, which is a widely used aquatic conservation and environmental protection mechanism for preservation of fish and fauna.

Gregg Creevey, Managing Director, Multi Channels Asia said, "We are excited to work with Luke to present this mini-series to our viewers, which also marks an important milestone for Outdoor Channel's commitment to the Asian outdoor lifestyle and angling community. Some of the world's best fishing destinations are located in Asia, with many of the world's great river systems, seas and oceans brimming with amazing aquatic life. Whether in Malaysia, the Philippines, Thailand, Indonesia, Maldives, Sri Lanka or Australia, there are plenty of unique places and people to feature."

Luke Maow Bear added, "I have been a massive fan of Outdoor Channel since I saw the channel on my angling travels a couple years back. It gives me real pleasure that I am able to be the voice for Asian anglers and have the opportunity to share my passion with Outdoor Channel's viewers across the region. I have been able to travel and fish in some of the most exotic locations across the region in pursuit of all sorts of catches – from Siamese Carp, Arapaima, Blue Marlin, Broadbill Swordfish, Sailfish, Yellowfin and Dogtooth Tuna, and Giant Trevally, and I am excited to share some of my great exploits and tips with my fellow fishing enthusiasts."



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 6 million households.

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