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FOR IMMEDIATE RELEASE



tonton brings you closer to the great outdoors

Get your adrenaline rush with the wildest adventures on the Outdoor Channel

As Malaysia's pioneer OTT content player, tonton, continues to flourish with the expansion of its catalogue, a new channel is now available to tonton VIP subscribers.

Outdoor Channel is Asia's leading channel dedicated to outdoor lifestyles and entertainment and can now be accessed by more than 7.3 million tonton users in Malaysia from 6 October 2017. Outdoor Channel is available globally in more than 45 million households, including almost 10 million households in Asia.

One of the most popular and exclusive programmes on Outdoor Channel is Carter's W.A.R. hosted by Zimbabwe-born conservationist and wildlife investigator, Ivan Carter.

Join Ivan Carter inside the real Africa to the front lines of the wars being wages on its wildlife. In this series, Carter risks his own life to expose the truth on the dangers that befall African wildlife from heavily armed poachers butchering elephants for their tusks and rhinos for their horns, to Africa's exploding human population ending up in conflict with dangerous animals.

As an extension of Outdoor Channel's launch partnership with tonton, there will also be an exclusive original series titled 'MAT SALLEH MASUK HUTAN with Abe!' featuring Carter and Abe (Hafiz Hatim of FlyFM) spending three days in Ipoh, Perak.

In this 10-minute long 4-episode special, the duo will explore Anak Gua Tempurung and will tackle rushing rapids during their white water rafting activity. They will also fish for peacock bass and giant snakeheads fish at Tasik Raban.

This special series will be available exclusively on tonton's portal and apps from 27 October 2017 onwards.

"Outdoor Channel Asia is the first English language action and adventure linear channel on tonton and we believe this programme will appeal to tonton VIP users of all ages," said Ben Jern Loh, General Manager of tonton.

"Aside from Carter's W.A.R., the other Outdoor Channel Asia series that tonton users in Malaysia can look forward to are Outdoor Channel Asia series such as Alaska's Wild Gourmet, Hollywood Weapons, Monster Fish, Outback Pilots, The Crocodile Hunter, Backcountry Rescue and more," He added.

Gregg Creevy, Managing Director of Multi Channels Asia said, *"We are ecstatic that our partnership with tonton opens up a brand new channel for Malaysians to have access to our exclusive content, especially those that have a passion and aspiration for the outdoor lifestyle."*

Outdoor Channel Asia is loaded with a first run and exclusive combination of action, adventure and survival and entertainment programming through the eyes of many great outdoor personalities. Key shows that tonton customers will soon be able to enjoy include "Carter's W.A.R", "Wardens", "Trev Gowdy's Monster Fish", "Gold Fever", "Dropped", "Alaska's Wild Gourmet", "Madfin Shark" and "The Obsession of Carter Andrews".

tonton's **VIP** subscription plan starts from as low as **RM3 (daily), RM5 (weekly), RM10 (monthly) and RM96 (annually)**.

For more information, download tonton from the App Store, Google Play or simply visit www.tonton.com.my.

Follow us on our social media platforms:

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Got a question? Ping us on our LIVE chat service or give us a call at 03-2717 2020!

ABOUT OUTDOOR CHANNEL ASIA

Outdoor Channel is all about REAL.LIFE.ADVENTURE.

Dedicated to outdoor lifestyles and aspirations, Outdoor Channel is loaded with a first run and exclusive combination of action, adventure and survival programming with top personalities and entertainment.

Outdoor Channel is available globally in more than 45 million households, including almost 10 million households in Asia.

About tonton

tonton is Malaysia's 1st and largest home grown video streaming service with over 7.3 million users and is experiencing a growth of over 22,000 members weekly with a recent expansion into Singapore and Brunei Darussalam.

In April 2016, tonton was transformed into a hybrid video service alongside its brand new apps offering both FREE membership (Malaysia only) and the newly introduced premium service - coined tonton VIP.

Members who upgrade to tonton VIP will unleash the true power of tonton - giving VIP members unrestricted access to a library containing over 30,000 hours of local and syndicated content (in certain territories), exclusive LIVE events in HD, video ad-free experience, download and watch later functionality, enjoy VIP perks at events and much more. Viewers who upgrade to the tonton VIP membership will also get to binge watch all exclusive content, dramas and more up to six (6) months before it premieres on TV.

With the brand new service, tonton's vision is to be the #1 localised video entertainment platform for the best and latest Malaysian dramas, exclusive LIVE events and more.

Download the tonton app from the App Store & Google Play today or visit www.tonton.com.my.



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