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## **MULTI CHANNELS ASIA AWARDS EXCLUSIVE DISTRIBUTION RIGHTS TO OUTDOOR CHANNEL IN THE PHILIPPINES TO CABLE BOSS**

Singapore, April 5th, 2010 – Multi Channels Asia today announced that they were joining forces with CABLE BOSS to exclusively distribute MCA's Outdoor Channel in the Philippines.

With the upcoming launch of Outdoor Channel CABLE BOSS will be responsible for building a presence and gaining carriage for the channel amongst major Philippine MSO's and provincial cable systems. The Philippines has been identified as one of the key markets in which Outdoor Channel is expected to gain early and wide acceptance.

Gregg Creevey, Managing Director of Multi Channels Asia said, "CABLE BOSS have an intimate knowledge of the Philippine cable industry and an unequalled track record in channel distribution excellence. Having worked closely with them for many years it's a pleasure to partner with them again on Outdoor Channel, a whole new form of unduplicated outdoor and adventure entertainment."

Mr. Peter Yee, President and Chief Executive Officer of CABLE BOSS, expressed his deep appreciation for the mutual trust and confidence that has led to the appointment: "With this partnership of the world's foremost exponent of outdoor entertainment and the Philippines' premier content distributor, we look forward to bringing to countless Filipino homes an entertaining and informative channel focused on the many adventures that the outdoors have to offer "

### ***About Outdoor Channel:***

Launched in the USA in 1994, Outdoor Channel is the world leader in outdoor entertainment television. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, hunting 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. The parent company of Outdoor Channel is Outdoor Channel Holdings Inc. (NASDAQ: OUTD) and in the USA the channel is available in more than 34m households across the USA. In Asia Outdoor Channel is owned and operated by Multi Channels Asia Pte Ltd.

### ***About CABLE BOSS:***

CABLE BOX OFFICE SHOWS AND SYSTEMS CORPORATION or CABLE BOSS is the dominant program distributor for the Philippine pay-tv industry. Established in 1993, the company distributes 18 of world's best channels including HBO, CNN, ESPN, HALLMARK, MTV, CNBC and OUTDOOR CHANNEL to more than 550 of the largest cable and satellite platforms in the country. CABLE BOSS also provides ad sales representation services for ESPN and STARS SPORTS.

### ***About Multi Channels Asia:***

MCA is a Singapore based media television company which represents, distributes and owns a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007 by senior television executives Gregg Creevey and William Kelly, MCA operates three business divisions; Pay TV channel investment and development, Pay TV channel distribution and project based consultancies. MCA owns and operates Outdoor Channel (Asia), Lotus Channel (Asia) and represents Granada TV (UK) and Al Jazeera English among others.

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