



## **MULTI CHANNELS ASIA TO CREATE PAY TV HAVOC!**

Los Angeles, October 26th, 2010, Multi Channels Asia (MCA) today announced plans to launch the leading US high definition action sports and indie music channel, Havoc Television (Havoc TV) across Asia and the Pacific.

As a first step, the dedicated Asia Pacific Havoc TV will be launched in special preview mode in early 2011 with the full time HD channel roll out anticipated to follow later in the year.

Havoc TV will feature a high definition, high octane combination of original action sports such as skate, snow boarding, surfing and live music events plus an eclectic mix of indie music as hip hop, alternative, reggae, metal and electronic. Havoc TV appeals to the elusive younger demographic of 18-34.

William (Billy) Kelly, Managing Director - USA for MCA said "Launching Havoc TV across the Asia-Pacific region fits neatly into MCA's strategy of taking genre leaders who are successful in their home market and expanding their reach internationally. Havoc is a strong blend of programming that appeals directly to high energy young viewers and it's additional interactive elements will ensure it's relevance and acceptance by Pay TV operators seeking to secure loyalty from the difficult to reach younger subscribers."

"MCA is a natural fit for us, said Ryan Kresser, CEO and Founder of Havoc TV. We have known and worked with MCA for a few years and their strength to get our Havoc TV brand built and seen in as many new homes internationally is very important for us."

### ***About Havoc Television:***

Headquartered in El Segundo, California, Havoc TV is the leading US all digital, multi platform, high definition network showcasing the passion, energy and creativity of independent music and action sports.

***About Multi Channels Asia:***

MCA is a Singapore based media company, which owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. Founded in 2007, MCA operates three business divisions, TV channel investment and development, TV channel distribution and project based consultancies. MCA owns and operates Outdoor Channel (Asia) and distributes Bloomberg Television (USA) Granada TV (UK) and Al Jazeera English (Qatar) among others.

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