



OUTDOOR CHANNEL SEES MAJOR PHILIPPINE EXPANSION

Manila, April 7th, 2011, Multi Channels Asia (MCA) today announced that the Outdoor Channel has secured several significant carriage agreements in the Philippines.

Twenty One (21) cable operators are set to launch Outdoor Channel over the coming months, including Destiny Cable, Cablelink Holdings Inc., Angeles City Cable TV Network, Kalibo Cable, Satellite Cable Network, Parasat Cable TV(CDO), Cotabato Cable, Barbaza Multi-Purpose Co-op, Blackstone Cable, Cablelink Inc-Cebu, Capitol CATV & Communications Systems, Inc., Fiesta Cable, Franz Cable System, Green Valley Cable Vision, JVL Star Cable TV, Naval Cable TV Inc., Padre Burgos Multi-Purpose Coop, Prime Cable Vision, Semco CATV, Zsacico CATV-Molave and Bayog Cable TV.

Collectively these operators will see Outdoor Channel available in more than 300,000 households.

All of these agreements were negotiated by Outdoor Channel's exclusive Philippine distributor, CABLE BOSS.

Gregg Creevey, Managing Director - Multi Channels Asia said "Cable Boss have delivered a fantastic distribution foundation in what is a key market for our channel. Channel capacity in the Philippines is extremely limited and the fact that so many operators have readily embraced Outdoor Channel is testament to its truly differentiated and high quality programming. Our dedicated Philippine feed available from ABS-5 really helped to provide easy and affordable access to the channel."

Peter Yee, President, Cable Boss said "Cable Boss is excited to start the ball rolling for the distribution of the Outdoor Channel in the Philippines. In a short period of time, many systems are already eager to share the beauty and wonder of outdoor life with their subscribers through great content and crystal clear images available only through Outdoor Channel. We are proud to partner with the channel in bringing compelling and exclusive programs to Filipino audiences"

About Outdoor Channel:

Launched 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. Outdoor Channel is available in more than 37mil households world-wide. In Asia, Outdoor Channel is owned and operated by Multi Channels Asia Pte Ltd.

About CABLE BOSS:

CABLE BOX OFFICE SHOWS AND SYSTEMS CORPORATION (CABLE BOSS) is the biggest pay-tv content distributor in the Philippines. With its strong product line-up of 23 SD and HD 24/7 channels covering all program genres, it likewise has the widest national reach with over 500 affiliates across the country. Its 80-strong complement of sales, marketing, technical and finance professionals help make CABLE BOSS the dominant content-solutions provider of the pay-tv industry.

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, Havoc Television and ITV Granada.

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