



MULTI CHANNELS ASIA TO CREATE NEW REGIONAL SPORTS PAY TV CHANNEL

Singapore, May 12th , 2011, Multi Channels Asia (MCA) today announced plans to create a pan regional sports channel, Sports Television International.

STI's programming foundation will come through a partnership with IEC in Sports and draw upon IEC's library of more than 3,500 hours of sports programming and special events. Viewers can expect to see include a mix of athletics, football, golf, motor sports, tennis, badminton, gymnastics and rugby.

As a first step STI will be launched in special preview mode this year with a full time channel roll out anticipated to follow later. STI will target selected markets such as; Taiwan, Indonesia, Thailand, Vietnam, New Zealand, India, Pakistan, Sri Lanka, Bhutan, Nepal, Bangladesh, Cambodia, Laos and Myanmar.

Gregg Creevey, Managing Director - Asia for MCA said "There is an insatiable appetite for sports television in every market that goes beyond just marquee events and franchises. With STI we intend to offer viewers a refreshing combination of traditional, contemporary and alternative sports and provide operators with an affordable sports television option"

About Multi Channels Asia:

MCA is a Singapore based media company, which owns, represents and distributes a number of thematic Pay TV channels serving Asia and the Pacific. 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 represents Bloomberg Television and ITV Granada, NDTV Networks among others.

About IEC in Sports:

IEC in Sports is a media company active in distribution of television rights to sport events to a wide variety of media platforms. The company represents clients on all continents and distributes television rights worldwide to TV stations and media companies. IEC's current program list consists of 250 events with a total annual volume of more than 3,500 hours. The company has offices in Stockholm, Lausanne, Sydney, Hong Kong and Dubai providing a turnkey 24-hour service to its clients.

In 2007 IEC in Sports became part of Lagardère Sports, one of four divisions within the Lagardère Group. The Lagardère Group is listed on the Paris stock exchange.

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