



OUTDOOR CHANNEL SECURES EXCLUSIVE RIGHTS TO INDONESIAN & ASIAN SURFING CHAMPIONSHIPS

Singapore, July 18th 2011, Outdoor Channel (Asia), the world leader in outdoor entertainment, has signed exclusive partnerships with the Coca-Cola Indonesian Surfing Championship (ISC) and Asian Surfing Championship (ASC) to air surfing competition events throughout the Asia-Pacific region.

These partnerships will see the Outdoor Channel become the exclusive Coca-Cola ISC and ASC official pan-regional broadcast partner and provide unprecedented pan-regional coverage of both championship tour circuits.

Outdoor Channel will broadcast all 16 Coca-Cola ISC Indonesian events (Open, Pro Junior, Junior, Women's, Masters, and Longboard divisions) and the seven ASC events held in Thailand, Malaysia, Indonesia and Taiwan during the 2011 season, with a full roster of events scheduled for 2012.

Gregg Creevey, Managing Director - Multi Channels Asia (owner and operator of Outdoor Channel – Asia) said, "These two surfing championships have built a strong fan base amongst outdoor enthusiasts and the surfing community across the region. By becoming the official regional broadcast partner, Outdoor Channel will become the exclusive home for fans to catch all the thrilling action as Asia's top surfers compete in the best waves at exotic tropical locations around Asia."

Tipi Jabrik, CEO of the Indonesian Surfing Championship and Asian Surfing Championship said, "The Indonesian Surfing Championship has grown from strength to strength since its humble beginnings in 2004, and now with the Asian Surfing Championship just starting out, we are excited about receiving greater exposure through our regional broadcast partner, the Outdoor Channel. With Outdoor Channel's great support there will now be more opportunities for Indonesian and Asian surfers, showcasing and promoting their talents to a wider audience. We are absolutely stoked to be able to share the unique surfing lifestyle through our partner Outdoor Channel."

###



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 37 million households worldwide. In Asia, Outdoor Channel is owned and operated by Multi Channels Asia.

About the Coca-Cola Indonesian Surfing Championship and the Asian Surfing Championship:

The Coca-Cola Indonesian Surfing Championships is the sanctioning body for professional surfing in Indonesia. The ISC was established in 2004 to provide surfing athletes with a consistent, legitimate, and respected forum where they can compete and measure themselves against their peers, a stepping-stone towards their ultimate goal of becoming a professional surfer at the international level. Through organized surfing competitions, the Coca-Cola ISC and the Asian Surfing Championship seek to grow the awareness of the sport of surfing in Indonesia and throughout the Asian region for the benefit of the surfers, their community, their environment, their nations and the surfing industry as a whole.

Media Contacts:

Outdoor Channel (Asia)

Gregg Creevey

T: +65 9186 7216

E: gregg@multichannelsasia.com

William (Billy) Kelly (USA)

T: +1 310 760 1440

E: billy@multichannelsasia.com

Coca-Cola Indonesian Surfing Championship Tour / Asian Surfing Championship Tour

Tim Hain

T: +62 3 6176 8293

E: tim@isctour.com