



OUTDOOR CHANNEL SECURES GOLD COAST AIRPORT MARATHON REGIONAL BROADCAST RIGHTS

Singapore, July 26th 2011, Outdoor Channel, the world leader in outdoor entertainment, has secured the regional broadcast rights to the 2011 Gold Coast Airport Marathon.

Under the deal, Outdoor Channel will provide full regional coverage for the 2011 edition of the recently concluded Gold Coast Airport Marathon.

Gregg Creevey, Managing Director - Multi Channels Asia said, “Outdoor Channel is firmly focused on broadcasting the best of Asia-Pacific’s outdoor related sports and events and the Gold Coast Airport Marathon is undoubtedly one such event”.

Held against the backdrop of Gold Coast's iconic beaches and broadwater, the Gold Coast Airport Marathon provides the best of outdoor sports action and ideal picturesque setting, and will be aired across the region in true High Definition (HD).

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 Pte Ltd.



The World Leader in Outdoor Entertainment

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