



## **OUTDOOR CHANNEL SIGNS EXCLUSIVE PARTNERSHIP WITH ADVENTURE RACING WORLD SERIES**

**Singapore, August 10th, 2011**, Outdoor Channel (Asia), the world leader in outdoor entertainment, has signed an exclusive partnership with the Adventure Racing World Series (ARWS) to broadcast the finale of the world's premier adventuring racing across the Asia-Pacific footprint of Outdoor Channel.

The deal will see the Outdoor Channel become the exclusive pan regional broadcast partner of the ARWC 2011 – which represents the pinnacle of the adventure racing sport – and provide extensive media coverage of the XPD Adventure Racing World Championship held in Tasmania from 31 October to 11 November, 2011. The partnership will also see Multi Channels Asia, which is the owner and operator of Outdoor Channel (Asia), become involved in co-producing and broadcasting future editions of the Adventure Racing World Series.

Gregg Creevey, Managing Director - Multi Channels Asia said, "Adventure racing is growing rapidly around the world, and epitomizes the energy and exhilaration of Outdoor Channel's programming mission. With so much action, emotion and drama involved, the Adventure Racing World Championship will bring a new level of entertainment to Outdoor Channel viewers across Asia-Pacific."

Anthony Gordon, Managing Director of Nothin'ButShorts International (the exclusive media rights holder and producer of the ARWS) said, "We are excited to join hands with Outdoor Channel to present the Adventure Racing World Championship to the Asia-Pacific region. The ARWS and the sport of adventure racing have captured the hearts and imagination of the public, with each and every ARWS event filled with dramatic stories of incredible dedication, sacrifice and teamwork, where athletes grit through pain, fatigue and sleep deprivation to complete the course. Through Outdoor Channel, we have found a strong partner that will help us bring Adventure Racing World Championship closer to the Asia-Pacific region and promote the sport of adventure racing."

Craig Bycroft, Director of the ARWC 2011 said, "It is a privilege for the championships to have such a well respected broadcast partner throughout the Asia-Pacific. We are excited to bring into the homes of regional viewers the pinnacle of adventure racing calendar as well as the incredible scenery of Tasmania, Australia."

The Adventure Racing World Series is an international circuit of adventure races held in 10 countries in one year, culminating with the Adventure Racing World Championship, with the 2011 edition hosted in Tasmania, Australia from 31 October to 11 November, 2011.



***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, adventure, 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 Adventure Racing World Series:***

Established in 2001, the Adventure Racing World Series (ARWS) unites the world's best endurance athletes from around the globe for a spot in the pinnacle event of the adventure racing sport, the Adventure Racing World Championship.

Each international Qualifier event in the ARWS sets a unique course to test mixed teams of four for up to 10 days of non-stop racing in the disciplines of trekking, mountain biking, kayaking, navigation and more. The Adventure World Racing Championship has defined the sport of adventure racing and crowned the world's top adventure racing athletes since 2001. Each year a Qualifier event is chosen to host the championship. They accept the top two placed teams at each Qualifier, including winner of the previous Adventure Racing World Championship, and allocate wild card entries.

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**Adventure Racing World Championship**

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