



OUTDOOR CHANNEL TO BROADCAST FIA ASIA-PACIFIC RALLY CHAMPIONSHIP

SINGAPORE, 22nd August 2011 - Outdoor Channel (Asia), the world leader in outdoor entertainment, has signed a pan-regional partnership with Asia Pacific Sports Media to broadcast the Asia-Pacific Rally Championship (APRC).

Under the terms of the Agreement, Outdoor Channel become an official pan regional broadcast partner of the APRC and will provide broad media coverage of the Asia-Pacific's premier rally driving series, which is currently held in six countries across Asia and the Pacific, including Malaysia, China, Japan, Australia, New Zealand and New Caledonia.

Gregg Creevey, Managing Director - Multi Channels Asia (owner and operator of Outdoor Channel – Asia) said, "The FIA Asia-Pacific Rally Championship is the ultimate off-road driving experience as teams navigate across Asia-Pacific's toughest and most challenging terrains. Rally driving as a sport is fast-paced, exhilarating and spectacular, and with so much entertainment value we are excited to bring the FIA Asia-Pacific Rally Championship to our viewers."

Brian Young, Director of Asia Pacific Sports Media (the officially licensed media producer and distributor of the APRC) said, "The FIA Asia-Pacific Rally Championship has established a strong fan base across the Asia-Pacific, with top local and international drivers participating from all over Asia Pacific, including Japan, Indonesia, India, Malaysia, China, Japan, New Caledonia, Australia and New Zealand. We are thrilled to welcome Outdoor Channel as a pan-regional broadcast partner that will help bring APRC and the sport of rally-sport to more viewers across the region."

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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 Adventure Racing World Championship:

The FIA Asia Pacific Rally Championship is spread through a diverse range of countries, climates, cultures and a huge population base of over 2.5 billion people.

In 2011, six events make-up the championship starting with the Malaysian Rally, followed by events in Australia, New Caledonia and New Zealand, and season finales in Japan and China. From beautiful south-sea island sunsets to the rugged mountains in northern China this rally championship has it all. Drivers from Japan, Indonesia, India, Malaysia, China, Japan, New Caledonia, Australia and New Zealand compete in the latest rally cars from Mitsubishi, Subaru and Proton. More information, visit www.fiaaprc.com and www.aprc.tv.

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

Asia Pacific Sports Media

Brian Young

T: +64 7315 7877

E: brian@aprc.tv