



OUTDOOR CHANNEL HD TO LAUNCH IN MALAYSIA ON HYPP-TV

SINGAPORE – June 25th, 2012 – Multi Channels Asia (MCA) today announced that Outdoor Channel the World Leader In Outdoor Entertainment, has launched in high definition (HD) on the TMNet IPTV platform – HyppTV in Malaysia.

Outdoor Channel HD will join HyppTV's growing line-up of HD channels in both a-la-carte and package form. This latest carriage agreement increases the number of countries across Asia in which Outdoor Channel has launched to 11 and further reinforces Outdoor Channel as one of the fastest growing and most successful new channel launches in recent years.

Gregg Creevey, Managing Director – MCA said: "As the largest market currently for pay TV in South East Asia, this is a significant and important launch for Outdoor Channel. We are delighted that TMNet has embraced the Outdoor Channel proposition of unequalled, first-run and exclusive HD programming that celebrates life in the great outdoors."

About Outdoor Channel:

Launched in 1994, Outdoor Channel is the World Leader In Outdoor Entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, safari 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 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by MCA and is available in 11 countries and more than 3.5 million households.

About Multi Channels Asia:

MCA is the leading distributor of independent pay TV channels throughout Asia and the Pacific. Founded in 2007 by senior pay TV executive Gregg Creevey and later William Kelly, MCA operates three business divisions; TV channel investment, TV channel distribution and project-based consultancies. MCA currently represents and distributes Bloomberg Television, France 24, Havoc 247, ITV Granada, KidsCo, Motorvision, NDTV 247, NDTV Profit, NDTV India, NDTV Good Times and Outdoor Channel

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