



OUTDOOR CHANNEL MAKES TAIWAN DEBUT AND EXPANDS DISTRIBUTION IN INDONESIA

SINGAPORE, July 2nd 2012 - Multi Channels Asia (MCA) today announced that Outdoor Channel, the World Leader In Outdoor Entertainment, has made its Taiwan debut on Chunghwa Telecom's (CHT) Multimedia On Demand (MOD) Internet Protocol Television (IPTV) platform.

Outdoor Channel will be available as a High Definition (HD) channel initially the Deluxe Package on MOD, which will help grow Outdoor Channel's distribution to more than four million households across Asia-Pacific.

In Indonesia, Outdoor Channel has further consolidated and increased its distribution through several new carriage agreements with TOPAS TV; soon-to-launch DTH service provider, NeoTV; and cable television platform, Max3, operated by Biznet Networks. Outdoor Channel has also expanded from Telkomvision's Groovia IPTV platform to their Gold and Champion DTH satellite packages as a result of strong ratings and feedback from Telkomvision customers.

Gregg Creevey, Managing Director - MCA said, "Taiwan marks the 12th territory in which we have introduced Outdoor Channel. This is an important launch given that Taiwan has one of the highest pay TV penetration rates in the region and also one of the most competitive with many new channels knocking on the door to get in. Our continued expansion in Indonesia is significant also as that market, while low in pay TV penetration, is the fastest growing in Asia. Outdoor Channel has once again proved that its combination of fresh, first-run and exclusive programming delivers a strong value proposition to pay TV operators looking to offer alternative viewing choices."

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 Multi Channels Asia and is available in 12 countries and more than 4 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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