



## **OUTDOOR CHANNEL FIRST TO BROADCAST CHINA'S TOP ADVENTURE RACES**

### ***Broad Partnership with Spontaneous Combustion Productions***

**SINGAPORE, 1<sup>st</sup> October 2012** - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, has signed a strategic cooperation with Asia's outdoor production specialists, Spontaneous Combustion Productions (SCP).

Under the partnership, Outdoor Channel will broadcast the Ordos Adventure Challenge and Wulong Mountain Quest adventure races, and will also work together to develop other outdoor entertainment related programming from Asia and especially China.

Gregg Creevey, Managing Director - Multi Channels Asia said, "SCP specializes in producing adventure sport in challenging outdoor environments, and the Ordos Adventure Challenge and Wulong Mountain Quest adventure races are prime examples. This partnership is part of a broader initiative to develop a slate of China focused programming that highlights the burgeoning outdoor leisure market in China."

Richard Kimber, Executive Producer, SCP said, "We are really excited to secure Outdoor Channel as a strategic partner to give us a broader platform for showcasing some of Greater China and Southeast Asia's top adventure and extreme sports programming. The Ordos Adventure Challenge and Wulong Mountain Quest are two of the world's top adventure races, and we are very confident that through our cooperation with Outdoor Channel we will be able to find new partners and viewers, while working together to produce more exciting programs."

The Ordos Adventure Challenge – which spans the stunning grasslands, deserts, rivers and gorges of Inner Mongolia - and Wulong Mountain Quest held in the beautiful surroundings of Wulong County, Southern China, are two of the world's top adventure races. They offer some of the biggest prize purses in adventure sport of up to USD\$ 200,000, and have already attracted some of the world's top-ranked adventure racing teams, including World Championships winner Team Thule Adventure and Adventure Sport NZ, which won three consecutive Abu Dhabi Adventure Challenges.

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***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 60 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 5.0 million households.

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