



OUTDOOR CHANNEL TO BROADCAST - LIVE GT3 CITY CHALLENGE RACE BAKU 2012

First Live Broadcast on Outdoor Channel Across Asia-Pacific

SINGAPORE, 26th October 2012 - Multi Channels Asia today announced that Outdoor Channel, The World Leader In Outdoor Entertainment, will air the GT3 City Challenge Race Baku 2012, which will be broadcast live on October 27th at 18:00 and October 28th at 19:00 (Singapore time).

The inaugural race – held on the streets of Azerbaijan’s capital – will feature 24 FIA GT3 cars from seven top sports car marques, BMW, Corvette, Ferrari, Lamborghini, McLaren, Mercedes-Benz and Porsche. The driver line-up will include several top drivers, including former Formula 1 (F1) and CART champion Jacques Villeneuve, ex-F1 racer and Le Mans class winner Jos Verstappen and multiple Deutsche Tourenwagen Masters (DTM) champion Bernd Schneider.

Gregg Creevey, Managing Director – Multi Channels Asia said, "This first-time, highly anticipated event is a perfect opportunity to introduce a live broadcast on Outdoor Channel across the Asia-Pacific region. This special live event is part of our ongoing plan to invest and grow Outdoor Channel’s programming in the region by delivering a broad line-up of outdoor sports that appeal to local audiences."

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.

About Multi Channels Asia:

Founded in 2007 and based in Singapore, MCA is Asia’s leading distributor of independent pay TV channels. MCA operates Outdoor Channel (Asia), Havoc TV (Asia) and represents Bloomberg Television, Kids Co., France 24, ITV Granada, Motorvision and NDTV Networks.

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