



OUTDOOR CHANNEL BOLSTERS 2013 PROGRAMMING LINE-UP

Revamped Schedule Includes Increased Asian-Focused Programming, Exclusive Originals and New Prime-Time Themed Nights

SINGAPORE, 4th February 2013 - Multi Channels Asia today announced that Outdoor Channel, The World Leader In Outdoor Entertainment, has reinforced its programming line-up with several new and returning shows for 2013. The slate of programming includes all-new Asian and international outdoor sports entertainment programs, as well as several other top-rated original productions.

Headlining the revamp are Outdoor Channel's exclusive, first-run original productions, including character/competition-driven outdoor entertainment shows: "Elite Tactical Unit: S.W.A.T.," "Jack Link's Major League Fishing" and "Shooting USA's Impossible Shots."

The channel has also secured new seasons to current Asian and international sports franchises – "FIA Asia Pacific Rally Championships," "Freeride World Tour," "Kiteboard Tour Asia," "Wake Park World Championships," as well as the "Multisport 7 Magazine Show." Outdoor Channel has also added a slew of new sports programs, including the "World Match Racing Tour," "World Heli Challenge," "Langkawi International Mountain Bike Challenge," alongside brand-new productions, "Ordos Adventure Challenge" and "Wulong Mountain Quest."

To accommodate two of the channel's most popular program genres, Outdoor Channel will bookend its weekday prime-time schedule with the themed nights – "Motorhead Mondays" and "Friday Fishing."

A selection of the new and exclusive shows that will premiere in 2013 include:

"Elite Tactical Unit S.W.A.T.": "Elite Tactical Unit: S.W.A.T." is a character-driven, adrenaline-fueled reality competition between active-duty S.W.A.T. officers who are placed into realistic missions that will test them to their physical and mental limits.

"Jack Link's Major League Fishing": Featuring 24 of the world's best professional anglers, MLF is a high octane fishing tournament, allowing fans to get close to the difficult, very real challenges that exist in competitive angling.

"Shooting USA's Impossible Shots": An amazing and highly entertaining program highlighting the world's best professional exhibition shooters performing mind blowing trick shots.



“Ordos Adventure Challenge”: Teams face an epic five-day journey, running, kayaking, rappelling, and mountain biking across China’s spectacular landscapes, including the mighty Yellow River, breathtaking Ordos Desert sand dunes, vast windswept grasslands, and spectacular gorges.

“Wulong Mountain Quest”: Held in the beautiful surroundings of Wulong County, Southern China, the Wulong Mountain Quest is one of the best adventure races, and will see some of the world’s top-ranked adventure racing teams to compete.

“ASP Swatch Girls Pro China”: Set against the perfect conditions of lush tropical forests, white sandy beaches, and spectacular waves, watch the world’s top female pro surfers as display their skills on China’s picturesque Hainan Island.

“City Baku Challenge”: Catch some of the world’s best-known drivers such as former Formula 1 champion Jacques Villeneuve, and ex-F1 racer and Le Mans class winner Jos Verstappen as they zip around in souped-up BMWs, Corvettes, Ferraris, Lamborghinis, McLarens, Mercedes-Benzes and Porsches!

“World Match Racing Tour”: Watch the world's top ranked sailors furiously swing spinnakers and jostle for position as they compete on the World Match Racing Tour legs around the world.

“Langkawi International Mountain Bike Challenge”: Head to mystical Malaysian isle of Langkawi as several leading bikers from around the globe, and offers just about everything for the adventurous and those seeking serious mountain bike action.

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 14 countries and more than 5 million households

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