



OUTDOOR CHANNEL MARKS THIRD ANNIVERSARY IN ASIA WITH EXPANDED DISTRIBUTION

***Nine new channel launches include
Singapore, Thailand and South Korea***

SINGAPORE, 19th February 2013 - Multi Channels Asia today announced that Outdoor Channel, The World Leader In Outdoor Entertainment, has marked the beginning of its third year of operation in the Asia-Pacific region with nine new carriage agreements – including Mediacorp Toggle in Singapore; cable networks DCN, HCN and TCN in South Korea; MeTV in Thailand; Phnom Penh Cable Television (PPCTV) in Cambodia; Palau National Communications Corporation (PNCC) in Palau; SkyNet in Myanmar; and Skymedia in Mongolia.

Outdoor Channel has also further strengthened its reach in the Philippines, which is now available through 100 local pay TV systems and almost 600,000 households across the country.

Through this latest expansion, Outdoor Channel is now available across 14 countries to over 5 million television households.”

Gregg Creevey, Managing Director - Multi Channels Asia said, ".We have received wonderful support from our affiliate partners and believe that the strong expansion of the channel is a testament to the channel's unique programming proposition, as well as our partners' commitment to offering better value and content diversity to their subscribers. We are deeply pleased that Outdoor Channel has continued to grow each year since our 2010 launch”

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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