



Press release from Outdoor Sport Channel® and MCM Television Group, Inc.

London, October 20th 2009

Founded by Mr. Henk van Meer (CEO), who specializes in the setting up of thematic TV channels worldwide, Outdoor Sport Channel® adds MCM Television Group, Inc. to its current distribution partners.

Outdoor Sport Channel® features a range of quality programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily news programming about world cup skiing, live (Formula 1) car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, Transalpine-running, the Beach Volleyball Cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and football.

All programming is a combination of Outdoor Sport Channel's® own content production and production from well known independent producers across the world.

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: " we like to expanding our South America distribution for outdoor Sport Channel®. We are very happy to find our needs in a partnership contract with MCM Television Group, Inc. at Miami Florida USA, I'm sure to have found a fantastic distribution partner for Outdoor Sport Channel®. It will be an excellent way to position Outdoor Sport Channel® into the South America TV market (**The entire South and Central America, Mexico, Caribbean, Puerto Rico, Bahamas**).

Moises Chico, President of MCM Television Group stated "we are delighted with the opportunity to support the efforts to successfully launch and secure distribution for Outdoor Sport Channel® high quality content with operators in Latin America and the Caribbean". In addition, to expand its presence throughout all distribution platforms, he added.

Outdoor Sport Channel® prides itself on being an exclusive, unique, fun and both a family and animal friendly sports channel.

Notes to editors:

About Outdoor Sport Channel®:

Outdoor Sport Channel® (Global Outdoor Sports Television ©2009) is a unique 24 hour channel about all kinds of outdoor sports. The channel is a European leader and registered company, which sells global television and audio sports content, to distribution companies that distribute them in their own countries area`s. This offers an interesting mix of sports programming so far, unknown. www.outdoorsportchannel.com

About MCM Television Group

MCM Television Group is a consulting company since 2001. The company specializes in sales, marketing and promotions to broadcast, pay television channels, CATV, IPTV and technology companies in the US, Latin

America and the Caribbean as well as licensing television and film content for the Latin America and other international broadcasting markets. Website: www.mcmtelevisiongroup.com

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