

Press release part Outdoor Sport Channel®

“Outdoor Sport Channel® add Anona TV Israel to its current European distribution partners”
London, June 30th, 2010

Founded by Mr. Henk van Meer (CEO), who specializes and is responsible for the setting up of Outdoor Sport Channel®-Global wide, Outdoor Sport Channel®-News 247 and Outdoor Sport Channel®- VoD (Video On demand), adds Anona TV to its current world wide affiliate's distribution partners for its **HD & SD** Set-top Box and OTT distribution in Israel.

Outdoor Sport Channel® features a range of quality programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily sport news programming, about world cup skiing, 2010 FIFA world cup football, Formula 1 and all other 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 the football League.

All programming is a combination of Outdoor Sport Channel's® own content production team and productions from well known independent producers across the world like: ITN, Quattro Media, World of free sports, Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, Free Ride World Tour and many others.....

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: “ This is really superb! More and more distribution affiliates understand the value of Outdoor Sport Channel® and its strength in unique sports programming and sports news. I`m very excited that Anona TV did contact us to offer and provide its distribution platform, which will position Outdoor Sport Channel® and Anona Tv into the Israel television market. Launching on their HD & SD set-top box with Cristal clear quality, perfectly match our high expectations of our distribution affiliates and more and more viewers, in Israel, can also enjoy our fantastic daily programming including our (daily) live broadcast from the 2010 FIFA World Cup football South Africa.

Sharon Malkiel, CEO and co-founder of Anona TV “We are pleased to add Outdoor Sports Channel® to our growing content portfolio. This cooperation will allow our viewers to enjoy quality live and on demand sport content along with new generation social interactive television features. Based on Facebook and Twitter widgets Anona TV viewers will be able to comment, recommend and share their content of choice, on TV, for the first time”

Launching on the Anona TV platform will covers the territory ; Israel Via HD & SD Set-top Box and OTT.

Ends.

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At Anona TV

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About Outdoor Sport Channel®

Outdoor Sport Channel® is a unique 24 hour global sports television network, featuring a vast array of outdoor sport, ITN news and the 2010 FIFA World Cup Football, many exclusive. Programming is distributed via satellite, cable, IPTV-Set-top Box, Internet portals, mobile platforms, and the channel's own set-top-box.

Outdoor Sport Channel® has English language programming with subtitles or voice-overs when needed, as well as offering its programming in a variety of different languages, allowing broadcasters to localize the content.

For more information, please visit www.outdoorsportchannel.com

About Anona TV

Anona TV is the first Interactive personalized multi channel provider in Israel. Introducing cutting edge OTT /IPTV technology to Israeli viewers, while supporting high quality streaming capabilities and new generation social interactive TV, Anona TV offer its viewers a new and refreshing way for watching TV.

Anona TV deliver personalized interactive television, from concept to completion, for the Israeli IPTV over the top market.

Anona TV build a new media television concept based on the live Israeli DTT channels together with advance social interactive IPTV service using hybrid DTT and IPTV set top box.

By connecting the hybrid DTT STB to the internet - we are able to offer new generation social interactive TV, and call it Anona TV.

Anona TV co operation with Outdoor Sport Channel Ltd® open a new opportunity to deliver state of the art worldwide sport content for Live and VOD using high quality live video streaming into the Israeli

Sharon Malkiel, Founder & CEO of Anona TV comments “By using premium sport content we are able to offer new generation social interactive Television based on Facebook and Twitter widgets the ability to share and recommend high quality sport content”