



Outdoor Sport Channel® adds Pathfinder Digital to its current distribution platform

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 24 and Outdoor Sport Channel®- VoD (Video On demand), adds Pathfinder Digital in Cleveland, Georgia to its current North America distribution platforms.

Outdoor Sport Channel® features a range of quality programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily ITN sport 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 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: " as we prefer and like to expand our international distribution for Outdoor Sport Channel®, all around the globe, I'm very happy to find our needs in a partnership contract with Pathfinder Digital at Cleveland. I'm sure to have found a fantastic TV / Set Top Box distribution partner, in North America for Outdoor Sport Channel®. Their high quality Peer TV STBs (Set-top Boxes) and AMC 6 satellite signal delivery backup guarantees, for us, a 24/7 very stable and with perfect quality delivery of Outdoor Sport Channel® to the US operators and directly to the viewers at home. It will be an excellent strategy to position Outdoor Sport Channel® further into the North America TV market".

Launching this service will provide a new high quality distribution coverage into North America, Mexico and the Caribbean with "our own exclusive" STBs. Via our website www.outdoorsportchannel.com (set-top box page) viewers at home and operators can simply and direct order their STB(s).

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

Roger McGarrahan, COO of PathFinder Digital comments: "We are extremely pleased that Outdoor Sport Channel LTD® has selected PathFinder Digital's Over-the-Top IPTV solution to deliver their linear channel and VOD content to both operators' head ends as well as to individual viewers' television sets via a Set Top Box connected to the public Internet. Outdoor Sport Channel® is an innovator in using a transport platform that is a certain to become a standard in the industry."

Notes to editors:

About Outdoor Sport Channel®:

Outdoor Sport Channel® (Global Outdoor Sports Television ©2010) is a exclusive and unique 24 hours sports television network about all kinds of outdoor sports. The channel is a International leader, which offers global television and audio sports content, to distribution companies that distribute them in their own countries areas and directly to viewers at their homes. This offers an interesting mix of sports programming so far, unknown in the world.

www.outdoorsportchannel.com

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About PathFinder Digital

PathFinder Digital offers a suite of solutions that enable independent video content to be efficiently distributed over the Internet. Through integrated, technologically advanced platforms, linear, VOD and live video content can now be distributed to target audiences via the Internet as well as through traditional broadcast and cable affiliate channels. The Georgia-based company produces services, software and hardware that create new business opportunities for broadcast and online video content utilizing the best technologies to create the easiest, most cost effective distribution platforms. For more information, please visit www.PathFinderDigital.net.

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