



**“Outdoor Sport Channel® adds Vivicast Media to its current distribution partners”**

London, April 20<sup>th</sup> 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 Vivicast Media 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, 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: “ as we also prefer and like to expand our North American distribution for Outdoor Sport Channel®, I'm very keen to find our needs in a partnership contract with Vivicast Media at Memphis Tennessee. I'm sure this will provides an excellent new penetration into the US market so more and more viewers can enjoy our fantastic daily programming, including all live television broadcasts of the 2010 FIFA World Cup Football at South Africa in June next.

"We believe that Outdoor Sport Channel® is a major addition to our existing line-up of sport, mainstream, international and niche content", said Stuart Smitherman, President of Vivicast Media. He continued, "Because Vivicast focuses on the growing variety of ways that operators wish to deliver and consumers wish to see quality content, we are able to showcase Outdoor Sport Channel® in the manner that it deserves."

Vivicast Media will provide distribution of the channel via traditional IPTV and service to set top boxes. Because of Vivicast's unique position as the leader in outside-the-box distribution, Outdoor Sport Channel® is poised to experience significant growth in the United States.

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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](http://www.outdoorsportchannel.com)

**ABOUT VIVICAST MEDIA**

ViviCast Media, LLC has developed a comprehensive strategy to keep pace with changes in consumer viewing patterns. By focusing on both traditional and alternative means of distribution, ViVicast is well positioned to deliver a wide variety of programming to multiple platforms. The company has acquired the broadband and traditional distribution rights to a wide variety of networks ranging from mainstream networks and professional sports and unique lifestyle channels to varied and robust packages of international programming.

For more information, please visit [www.vivicast.com](http://www.vivicast.com)



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