



OUTDOOR SPORT CHANNEL® ADDS WORLDWIDE ACCU WEATHER REPORTS **Wide variety of weather and outdoor sports reports and content now available**

London – November 10, 2011 – Outdoor Sport Channel Ltd®, the leading international outdoor sports television company, today announced a comprehensive deal with AccuWeather, the world's weather authority, and their Barcelona-based sales management company Eurontoit to bring AccuWeather's worldwide, studio-presented, weather reports and programming to the 24/7 linear broadcast channel, Outdoor Sport Channel®-Globalwide.

“With AccuWeather, we get tremendous flexibility to leverage up-to-date worldwide weather, snow skiing and other related outdoor sport activity reports,” said Henk van Meer, founder & CEO of Outdoor Sport Channel Ltd®. “AccuWeather makes it easy for us to provide all relevant outdoor weather content across our worldwide network. In order to further successfully offer and launch our brand to worldwide affiliate operators, we teamed up with AccuWeather for its excellent television market reputation. AccuWeather will bring an excellent and unique value to our programming, as we've once again found a fantastic content partner for the Outdoor Sport Channel®.”

“AccuWeather is pleased to deliver our international weather reports to the Outdoor Sports Channel and its viewers,” said Dr. Joel N. Myers, Founder and President of AccuWeather. “There is no greater factor in planning outdoor sports activities, either as a spectator or competitor, than the current weather conditions. That makes the partnership between AccuWeather and Outdoor Sport Channel a perfect fit. We look forward to delivering our nearly fifty years of experience, global expertise and thorough reporting to more viewers worldwide.”

Outdoor Sport Channel® prides itself on being a unique, fun and family-friendly sports channel and features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world. Traditional outdoor activities are broadcast alongside daily sport news programming about world cup skiing, car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, beach volleyball cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and all football leagues.

All programming is a combination of Outdoor Sport Channel's® own content production team and productions from many well-known independent sports producers across the world including: SKY, Red Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, WMRT, Cap Sports Group, Quattro Media, Wright productions, and Raceline Nascar Magazine among many others.

AccuWeather international weather reports will be available throughout the day, integrated into the sports news programming, beginning this month via all Outdoor Sport Channel® platforms.

Worldwide, AccuWeather's exclusive weather reports are available in more than 36 languages for more than 2.7 million locations. Each day, more than one quarter of a billion persons view AccuWeather content via AccuWeather.com, customizable applications for various smart phones and tablets, AccuWeather.com's mobile website, and in newspapers, television and radio media outlets worldwide.

About Outdoor Sport Channel

Outdoor Sport Channel® (Global Outdoor Sports Television ©2009-2011) 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 sports television 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. For more information please visit:

www.outdoorsportchannel.com or www.outdoorsportchannel-globalwide.com

About AccuWeather

AccuWeather presents accurate, localized, branded forecasts and severe weather bulletins each day to over one quarter of a billion persons worldwide via the free AccuWeather.com website, mobile devices and IPTV, through the airwaves, and in print. The 116 meteorologists at AccuWeather also deliver a portfolio of customized enterprise solutions to media, business, government, and institutions, as well as providing content for more than 50,000 third-party Internet sites, including the wallstreetjournal.com, CBS News Mobile, and WABC-TV New York. Visit www.accuweather.com for more information.

About Eurontoit

Eurontoit (www.eurontoit.com) is a dynamic international company with two main business lines: International distribution of broadcast and meteorological products, and the provision of strategic consultancy, marketing & PR services to manufacturers of products for broadcast, Mobile and Internet sectors. Headquartered in Barcelona, Eurontoit has a team of experienced multilingual staff & agents and has customers and active relationships in broadcast, mobile and Internet sectors worldwide.

Contact:

Marian Denage, Outdoor Sport Channel Ltd®

marian.denage@outdoorsportchannel.com

Phone: +44 (0)20 3318 3835

Contact:

Dr. Lee Rainey, AccuWeather

rainey@accuweather.com

Phone: 1-814-235-8636