



Avail-TVN

Contact:

Marian Denage
Outdoor Sport Channel Ltd®
+44 (0)20 3318 3835
marian.denage@outdoorsportchannel.com

Liora Bram
Media Strategies for Avail-TVN
+1 617 202-9854
lbram@msipr.com

AVAIL-TVN ADDS OUTDOOR SPORT CHANNEL® TO ROSTER

Wide Variety of Global Sports Content Now Available To Avail-TVN's Affiliates

Sherman Oaks, Calif., (May 6, 2011) – Avail-TVN, the leading digital media services company, today announced a comprehensive distribution deal with global sports television network: Outdoor Sport Channel®. The agreement gives Avail-TVN's affiliate base of more than 55 million households access to Outdoor Sport Channel® programming which includes two linear broadcast channels, Outdoor Sport Channel®-Globalwide and Outdoor Sport Channel-News247®, as well as Outdoor Sport Channel® VOD programming.

“With Avail-TVN, we get tremendous flexibility to leverage their platform for real-time and on-demand programming with the option for to extend to other screens,” said Henk van Meer, founder & CEO of Outdoor Sport Channel Ltd®. “Avail-TVN makes it simple for us to get our content out across a broad footprint across North America, in multiple formats, using just one company.”

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sports enthusiasts across the world. Programming promotes traditional outdoor activities, alongside daily global 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 football.

“In today’s fragmented media market, it is imperative that programmers achieve a broad footprint and loyal viewership quickly,” said Jon Romm, COO of Avail-TVN. “Our expertise in packaging and distributing all types of content, along with our impressive roster of affiliate customers, helps independent networks like Outdoor Sport Channel® to gain critical mass quickly and maximize revenue. And, as programmers look toward offering future services, they can easily leverage our next-generation platform to deliver content to other screens.”

About Avail-TVN

Avail-TVN is the largest provider of digital media services in North America. The company offers a full suite of managed services that enable content owners and service providers to monetize video content through the delivery of programming to the consumer. Avail-TVN’s mission is to work with both content and service providers to manage and monetize video content anywhere, on any device on any network at any time. For more information, please visit www.avail-tvn.com

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