



Outdoor Sport Channel Ltd® signs 5 year consulting partner agreement with Sweden based Soundly

London, October 15th, 2012

Outdoor Sport Channel Ltd®, the leading international outdoor sports television company, today announced a comprehensive consulting /distribution deal with Soundly. to “ market “ and launch its 24/7 television network and sports content in Scandinavia.

Founded by (CEO) Mr. Henk van Meer, responsible for Outdoor Sport Channel®-Global wide, Outdoor Sport Channel®-News247® and Outdoor Sport Channel®-VoD (Video On demand), the company signed a 5-year consulting agreement with Sweden based Soundly.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside 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 the football League. Including the latest daily International sports news and sports weather reports.

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, like Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, WMRT, Cap Sports Group, Raceline Nascar Magazine among many other well known international sports brands.

Henk van Meer, Founder & CEO of Outdoor Sport Channel Ltd®, comments: Scandinavia areas are becoming more and more important for us. Partnering up with Soundly is an excellent strategic move in order to expand our distribution in this territory.

Outdoor Sport Channel® will be a unique value, cable, DTH, IPTV and mobile platform, as it covers all international major sports into one single television network.

I'm very happy to find our new business strategy and distribution needs with Soundly. We all are sure we've found again a fantastic new consulting and distribution partner, in the international world called Outdoor Sport Channel®.

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

Territory: Norway, Denmark, Sweden and Finland.

Soundly :

Gothenburg, October 15th, 2012

The strategic business development agency Soundly today signed a 5-year contract with Outdoor Sports Channel®. Soundly will launch and market Outdoor Sports Channel® across all Scandinavian markets.

Johan Körner, Senior Consultant at Soundly comments: I am really excited over this deal and extremely proud that Soundly has been selected for such a challenging assignment. The Nordic region is a very attractive media market which is currently going through rapid change with the launch of several OTT services. This development increases competition between operators and service providers, but it's a blessing for unique and high quality content providers like Outdoor Sports Channel®. I think the channel has a great opportunity to grow both distribution and brand recognition in the Nordic region.

Notes to editors:**About Outdoor Sport Channel®:**

Outdoor Sport Channel® (Global Outdoor Sports Television®) is an exclusive and unique 24 hours sports television network about all kinds of outdoor sports and latest international sports news. 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.

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

About Soundly:

Soundly is a strategic business development agency, based in Sweden. The company focus on digital platforms and have more than 15 years experience from delivering business growth to Telecom, Media and Entertainment companies. Soundly specialises on the Scandinavia markets and got hands-on experience from several successful projects within Strategic Planning, Concept Development, Product Marketing, Business Modelling, Market and User Analysis and Content Distribution.

www.soundly.se

GLOBAL OUTDOOR SPORTS TELEVISION

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