



Press release Outdoor Sport Channel®

“Outdoor Sport Channel® add Ryanstadt LLC as its “Baltic “distribution partner”

London, June 27th , 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 Ryanstadt LLC to its current world wide affiliate’s distribution partners for the Baltic area.

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: “a part of our daily operations is to expand our International distribution platform for Outdoor Sport Channel®, I’m very keen to find our needs in a distribution agreement with Ryanstadt LLC . High quality perfectly matches our high expectations of our distribution affiliates and more and more viewers, in the Baltic countries, can enjoy our fantastic sports programming including our daily live broadcast from the 2010 FIFA World Cup football South Africa.

“We are always looking for high quality channels for the Baltic market. As everywhere, sports is one of the drivers for pay-TV sales and therefore Outdoor Sport Channel® is a fantastic addition to our current channel bouquet offer, “ says Manager of Ryanstadt, Airi Soon. “Our sports offer hasn’t been complete so far, but we clearly see, that Outdoor Sport Channel® will be an excellent partner and helps us to improve our position in the Baltic markets, we are happy to contact operators in the region to announce them new choices on sports channels, “ have being added.

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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, OTT, Internet portals, mobile platforms, and the channels own worldwide 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

About Ryanstadt LLC

Ryanstadt LLC is the leading distributing agent for international channels in Estonia, Latvia and Lithuania. Ryanstadt LLC is the distributing partner for Sony Pictures Television International, Thema and MegaMax Media. In the Baltic States for the channels Sony Entertainment Television, iConcerts HD, Bebe TV HD, myZen HD, Cmusic TV, Trace TV, Trace Tropical, Bebe TV, Outdoor Sport Channel® and Motors TV (in Latvia).

For more information, please visit www.ryanstadt.ee