



News Release

Outdoor Channel Holdings Acquires MyOutdoorTV.com

Online Destination for Hunters, Anglers and Shooting Sports Enthusiasts Joins Outdoor Channel's Leading Digital Network

TEMECULA, Calif., Feb. 15, 2011 /PRNewswire via COMTEX/ --

Outdoor Channel Holdings, Inc. (Nasdaq: OUTD) today announced the acquisition of MyOutdoorTV.com, a leading online provider of hunting, fishing and shooting content. The site, which has a dedicated library of more than 300 television shows and 8,400 online videos on the outdoor lifestyle, will join Outdoor Channel's digital network of web sites, including OutdoorChannel.com, Downrange.tv, Cascity.com, Lake-link.com and OutdoorChannelOutfitters.com, to create one of the top online networks for outdoor enthusiasts. Terms of the transaction were not disclosed.

Launched in 2006, MyOutdoorTV.com offers a variety of long form programming in the hunting, shooting, fishing and conservation categories produced by legendary outdoor personalities, such as Bill Dance. It also features short form content, including more than 400 "how to" and gear reviews along with educational and wildlife refuge videos through its partnership with the U.S. Fish and Wildlife Service and over 35 state agencies. MyOutdoorTV has included Ford, Sprint, Cabela's, Evinrude, U.S. Army, and Arctic Cat among its advertisers. In 2009, its top performing year, MyOutdoorTV garnered a total of 1.4 million unique visits and 7.7 million page views.

"MyOutdoorTV is a well-recognized player in the digital outdoor space, and as a leading multiplatform provider of content for outdoor enthusiasts, adding MyOutdoorTV to Outdoor Channel's portfolio aggressively expands our digital footprint while also strengthening our online content library," said Tom Hornish, Chief Operating Officer, Outdoor Channel. "This acquisition combines two powerful outdoor content sites and continues our strategy of maximizing the ongoing appeal of the Outdoor Channel brand, celebrity power and our high quality cross platform programming for our viewers, producers and advertisers."

"Outdoor Channel's digital network is a trusted extension of our network brand that immediately resonates with millions of outdoor enthusiasts, including the 1.5 million visitors who come to OutdoorChannel.com each month," said Todd Merkow, President of Digital Media, Outdoor Channel. "Bringing MyOutdoorTV and its nearly 3,000 hours of video into the Outdoor Channel digital network gives us the size and scale to build further on our leadership position as the number one outdoor site among all outdoor media brands across multiple screens. This will give our advertising partners another popular online destination within our premier network of web sites."

OutdoorChannel.com serves as the anchor property in Outdoor Channel's digital network - a digital network that, according to comScore, attracted a total of 13 million unique visits, 73 million page views and 21 million visitors in 2010. In December 2010, Outdoor Channel's digital network ranked among the top 8 percent of all properties and web sites in comScore's sports category.

Chris Moise, former Founder and CEO and Dave Barton, Director of Programming at MyOutdoorTV have been working with the Outdoor Channel's digital team to aid with content acquisition and online partnerships. They will now be heavily focused on continuing the growth of MyOutdoorTV.

About Outdoor Channel Holdings, Inc.

Outdoor Channel Holdings, Inc. owns and operates Outdoor Channel, America's leader in outdoor TV, and Winnercomm Inc., an Emmy Award winning production and interactive company. Outdoor Channel offers programming that captures the excitement of hunting, fishing, shooting, off-road motorsports, adventure and the Western lifestyle and can be viewed on multiple platforms including high definition, video-on-demand, as well as on a dynamic broadband website. Winnercomm Inc. is one of America's leading and highest quality producers of live sporting events and sports series for cable and broadcast television. Winnercomm also

owns and operates the patented Skycam and CableCam aerial camera systems which provide dramatic overhead camera angles for major sports events, including college and NFL football. For more information, please visit <http://www.outdoorchannel.com>.

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