



FOR IMMEDIATE RELEASE:

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**Technical Innovation Awarded Ground-breaking Contract
with The Outdoor Channel**

Norcross, GA, February 15, 2005 – After a thoroughly competitive analysis, The Outdoor Channel has selected Technical Innovation LLC as systems integrator for the launch of The Outdoor Channel 2, a new high-definition service to be offered in the Spring of 2005. Additionally, Technical Innovation has been contracted to design and integrate the new Outdoor Channel technical operations center in Temecula, CA, home of The Outdoor Channel 2 and the east- and west-coast feeds for their standard definition service.

Gene Brookhart, The Outdoor Channel's Vice President of Technical Operations commented, "We did our homework and selected the integrator with the finest references and work history for this critical initiative. We are excited to enter into this important project with Technical Innovation."

Michael Wright, Vice President of Technical Innovation's Broadcast Solutions Group states, "Our industry continues to change rapidly. As the migration to high definition progresses, Technical Innovation has shown that we are prepared to guide our clients through any challenges that may arise. We are able to do so by providing an unparalleled combination of human, technical, and business resources."

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Working collaboratively with the customer, Technical Innovation is providing ten non-linear edit bays, a media operations center, a master control center, and a central equipment room. Future expansion will provide an audio sweetening room. Solutions provided by Technical Innovation will allow The Outdoor Channel to move from their current tape-based environment to an architecture of on-line and near-line disk storage.

In addition, Technical Innovation is also assisting The Outdoor Channel with other phases of their project. Their Integrated Solutions Group is providing state-of-the-art conference rooms and an executive briefing center. The main entrance to the new facilities will be enhanced with high-definition video capabilities. These systems will be designed to fit into the overall architectural scheme selected by The Outdoor Channel.

Upon completion of the project, The Outdoor Channel will not only be able to fully accommodate current needs, but will also have the flexibility for future growth.

ABOUT TECHNICAL INNOVATION, LLC

Technical Innovation has a heritage customer base of corporate and broadcast clients that include Turner Broadcasting System, Inc., Clear Channel Communications, and Univision. With offices in Atlanta, Birmingham, Nashville, Raleigh-Durham, and Charlotte, Technical Innovation provides broadcast and strategic visual communications solutions to broadcast and Fortune 500 customers across the United States. For more information, visit www.tilic.biz or contact James Fox, Director of Marketing at 770-441-5201.



ABOUT THE OUTDOOR CHANNEL

The Outdoor Channel is a national television network dedicated to providing the best in traditional outdoor programming to America's 82 million anglers, hunters and outdoor enthusiasts. The network features approximately 100 weekly hunting, fishing, shooting sports, rodeo, motorsports, gold prospecting, and related outdoor lifestyle programs. Based on February 2005 Nielsen media research, The Outdoor Channel's universe is approximately 24.5 million subscriber homes – delivered through a combination of cable and satellite dish viewers.

The Outdoor Channel plans to launch its new and separate network to cable and satellite audiences, offering its popular outdoor programming entirely in high-definition. Outdoor Channel 2 HD is scheduled to debut in July 2005 and will offer programming both shared and independent of the existing Outdoor Channel. For more information about The Outdoor Channel, please visit www.outdoorchannel.com.

ABOUT OUTDOOR CHANNEL HOLDINGS, INC.

Outdoor Channel Holdings, Inc. (NASDAQ: OUTD) is the owner of The Outdoor Channel and also owns and operates related businesses that serve the interests of viewers of The Outdoor Channel and other outdoor enthusiasts. These related businesses include LDMA-AU, Inc. (Lost Dutchman's) and Gold Prospector's Association of America, LLC. (GPAA). For more information about Outdoor Channel Holdings, visit www.outdoorchannelholdings.com.



SAFE HARBOR STATEMENT

Information in this news release that is not historical fact may include “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended (the Securities Act), and Section 21E of the Securities Exchange Act of 1934, as amended (the Exchange Act), including statements, without limitation, regarding the companies’ expectations, beliefs, intentions or strategies about the future. The companies’ actual results could differ materially from those discussed in any forward-looking statements. The companies’ intend that such forward-looking statements be subject to the safe-harbor provisions contained in those sections. In assessing forward-looking statements, readers are urged to read carefully all cautionary statements contained in the companies’ filings with the Securities and Exchange Commission, if applicable. For these forward-looking statements, the companies’ claim the protection of the safe harbor for forward-looking statements in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934.