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**The Outdoor Channel 2 Starts High-Definition Broadcasting Ahead of Schedule**

Norcross, GA, April 18, 2005 –The Outdoor Channel 2, a new high-definition service of The Outdoor Channel, began transmission of high-definition programming on March 31, 2005, a day before the original project target date.

The Outdoor Channel chose Technical Innovation for this and a number of other critical projects. The successful completion of this portion of the project is a testament to the level of commitment and coordination on both sides – an aggressive timeframe required a strict attention to detail.

Michael Wright, Vice President of the Technical Innovation Broadcast Solutions Group, is proud of the job done by the Technical Innovation team. “When you have the level of experience that we do, projects like this one not only run smoothly, but come in early from time-to-time,” stated Michael. “There was a real feeling of satisfaction when it became clear that The Outdoor Channel 2 had successfully initiated transmission. We’re looking forward to a similar experience with all the Technical Innovation projects currently underway at The Outdoor Channel facilities in Temecula, CA.”

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Gene Brookhart, Vice President of Operations at The Outdoor Channel, has just returned from the NCTA (National Cable Television Association) show. He gives us a glowing review of our performance thus far in his statement, "1 – 2 – 3 – Knockout punch! We were the hit of the show."

#### 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.tillc.biz](http://www.tillc.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. For more information about The Outdoor Channel, please visit [www.outdoorchannel.com](http://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](http://www.outdoorchannelholdings.com).