



PRESS RELEASE

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OUTDOOR CHANNEL PARTNERS WITH US TOO! INTERNATIONAL TO FIGHT PROSTATE CANCER

Temecula, CA & Downers Grove, IL – The Outdoor Channel, a subsidiary of Outdoor Channel Holdings, Inc. (OTC Bulletin Board: OUTD), and Us Too! International, Inc. announced today a commitment to join forces in the war against prostate cancer. Executives from both organizations met to lock in the agreement at The National Conference on Prostate Cancer held earlier this month in Burbank, California and release the news on this, the first day of National Prostate Cancer Awareness Week.

The partnership calls on The Outdoor Channel to lend its resources in an effort to promote awareness, education, prevention and treatment of the disease that will be newly diagnosed in more than 220,000 men in the USA this year. To this end, the International cable network will draw upon its reach to more than 60 million homes in the United States and Latin America.

“Every sixteen minutes someone dies of prostate cancer in this country alone,” said John Page, President and CEO of Us Too! International. “This simply does not have to be. There are more effective treatment options today than ever before, and death from Prostate Cancer can be practically 100% avoidable if men simply take responsibility for their health and get tested annually to detect the disease early.”

“Our viewers are mostly male, and men of an age ideal for early awareness and education of prostate cancer prevention,” said Amy Hendrickson, Senior Vice President of Affiliate Sales and Marketing for The Outdoor Channel. “We believe

this is one of the most effective and meaningful ways we can fulfill our responsibility to help better the community that we serve.”

ABOUT THE OUTDOOR CHANNEL

Based in Temecula, CA, *The Outdoor Channel* is a national cable network dedicated to providing the best in traditional outdoor programming to America's sixty million anglers and hunters. The Outdoor Channel is available to nearly sixty million homes in the U.S. through a combination of cable networks and satellite providers. The network recently announced its launch to an international audience, reaching nearly eight million homes in Latin America. For more information, visit The Outdoor Channel's web site at <http://www.outdoorchannel.com>.

ABOUT US TOO!

Us Too! International, Inc. is the world's oldest and largest independent, non-profit, 501(c)(3) prostate cancer education and support network, established in 1990 by five men who had each been diagnosed with and treated for prostate cancer. Since then, *Us Too!* has grown to more than 350 chapters throughout the United States and internationally. *Us Too!* and its chapters reach more than 50,000 men per month through discussion groups, lectures, publications and presentations by medical professionals. *Us Too!* helps men learn more about prostate cancer so they can make better decisions on treatment options and cope with quality of life issues after treatment. For more information, visit the *Us Too!* web site at <http://www.ustoo.org>.

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