

## EXTREME SPORTS CHANNEL KEEPS ITS COOL

**London UK, 21 May 2012:** Chello Zone's Extreme Sports Channel, the world's first TV channel dedicated to the action sports lifestyle, has acquired hit documentary series *The Cool Guy Files*, it was announced today.

Premiering from September, the 13-episode docu-series from Canamedia sets out to discover what it takes to be regarded as the ultimate in cool. *The Cool Guy Files* travels the world to meet the men who embody cool: from free runners to escape artists, extreme photographers and snowboarders. Mixed martial arts expert Joe Gerson, comic book writer 'Fearless Fred' Kennedy, musician Ashmedi and champion superbike racer Jordan Szoke all reveal what gives them that special edge: to know who they are, what they want to do and how to achieve it.

The series acquisition follows the announcement that Extreme Sports Channel will be broadcasting the National Open Skydiving Championships on TV for the first time. As well as showcasing the world's most talented action sports athletes, the channel captures the pure passion of people who live out their dreams and use skill, wit and determination to achieve their goals.

Tim MacMullen, General Manager of Extreme Sports Channel says, "The Cool Guy Files is a fresh new series offering something fun and original for our thrill seeking audiences. Capturing the daily life of extraordinary men adds a different element to our real-life programming and a unique insight into a kind of cool we all aspire to be."

Extreme Sports Channel launched in 1999 and is now available to over 28 million subscribers in 67 territories and 13 languages across Europe, the Middle East and Africa.

*The Cool Guy Files* will feature on the channel's EMEA-wide feed, plus its dedicated Polish and UK feeds, upon its launch in September, adding to the channel's expanding

arm of factual entertainment programming. Viewers in Italy will enjoy the series in high definition, following Extreme Sports Channel HD's debut in the territory in February.