



Press release

Zurich, 8 October 2009

Cablecom appoints new Marketing Vice President

From 1 December 2009, Koen Verwee will take over as the Marketing and Product Management Vice President at cablecom. Over the past few years, the 40-year-old Belgian has been Vice President of Market Development at Telenet, the largest provider of broadband cable services in Belgium and one of the leading cable operators in Europe. There are also further changes in the communications and sales departments: Hans-Peter Nehmer, Director of Corporate Communications, will leave the company at the end of 2009. His responsibilities will be taken on by Franco Gullotti, previous Head of Media Relations at Swiss. Raymond Löhr, former Sales Director Europe at UPC Corporate and interim Sales Director at cablecom since July 2009, will take on this role permanently with immediate effect.

Cablecom has appointed Koen Verwee (40) as its new Marketing and Product Management Vice President. In this role, Verwee will report directly to Eric Tveter, Managing Director at cablecom, and become a member of the management board. The Belgian national has had a variety of different roles at Belgium's leading, publicly listed cable network operator Telenet in which Liberty Global holds a 51% interest. In his last position, Verwee was in charge of Market Development, where he made a major contribution to increasing the company's market share after the successful launch of combined packages and bundles. Verwee is an established marketing strategist and has in-depth knowledge of the cable industry. He qualified in Commercial Engineering and has a degree in European and international law at the University of Brussels in addition. Verwee joins the company on 1 December 2009 and Eric Tveter will continue to manage this sector in the interim.

«I am delighted that we have gained Koen Verwee for the challenges that face us. He is a top manager with an excellent track record and detailed knowledge of the industry», says Managing Director Eric Tveter. «We are in a decisive phase of our fundamental 'Changing for you' improvement programme towards becoming a more customer-centric company. I am convinced that the improvements we have triggered within the company are becoming visible to the outside world too.»

Further changes in Corporate Communication and Sales

Raymond Löhr, interim Sales Director at Cablecom since the end of July 2009, has been appointed Vice President Sales with immediate effect. Löhr (43) from Holland, moves from UPC Corporate in Holland, where he led sales activities across Europe in recent years. He brings 15 years of management and industry experience in sales to cablecom.

Corporate Communication will also see a change in the team. After almost three years, Hans-Peter Nehmer has decided to leave the company at the end of the year. Franco Gullotti (37) will succeed him as Director of Corporate Communication in mid January 2010. For many years, Gullotti worked in different communications roles for the airline Swiss. Since 2006 he has managed group-wide external communications as Head of Media Relations. He was previously responsible for internal communications. Gullotti is Swiss and studied law in Berne. He obtained a Master in Corporate Communication Management at the University of Applied Sciences Northwest Switzerland.

Electronic images are available by clicking on the following links:

http://www.cablecom.ch/koen_verwee_photo.zip

http://www.cablecom.ch/raymond_loehr_photo.zip

http://www.cablecom.ch/franco_gullotti_photo.zip

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About cablecom

Cablecom, a UPC Broadband operation, is the largest cable network operator in Switzerland and provides its customers with services for cable television, broadband Internet access, and mobile and fixed network telephony. As of June 30, 2009, the company had over 1.5 million television customers, of which 357,000 made use of the digital service, 485,000 were Internet customers (broadband) and 307,000 were telephony customers (digital phone). Cablecom also provides voice, data and value-added services for business customers. Cablecom supplies cable network operators with facility construction as well as with application and transmission services for television, telephony and Internet. The company's own network connects around 1.9 million households and supplies all the larger towns in Switzerland. At the end of December 2008 the company had around 1,500 employees and its turnover was over 1 billion Swiss francs. Cablecom is a national subsidiary of UPC Broadband, the European cable network group of Liberty Global Inc.

<http://www.cablecom.ch/en/about>

Liberty Global is the leading international cable operator offering advanced video, voice and broadband Internet services to connect its customers to the world of entertainment, communications and information. As of June 30, 2009, Liberty Global operated state-of-the-art broadband communications networks that served approximately 17 million customers in 14 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

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