

Press release

Zürich, 26 October 2009

«Three for two» –

Cablecom launches combination deals

The cablecom entertainment world is now available as an attractive combination deal: «3 for 2» and the «2-pack» deals offer the customer lightning-quick Internet, telephony and exciting television from one source at consistently competitive prices. This is cablecom's way of rewarding customers who are already using several services and of giving customers the chance to check out another product free-of-charge or at half price.

You might be an occasional or a frequent surfer, use the telephone a lot or just at off-peak times, hardly ever watch television or never switch it off: cablecom allows you to put together your own very personal package for surfing, making calls and watching television – without putting too much pressure on your purse. The following options are available:

«3 for 2»:

Customers select their favourite products from the subscriptions available in the Internet, telephony and digital television categories. The cheapest of the three products is free-of-charge as long as the subscription of the three products is running.

«2-pack» deal:

Customers choose two products from Internet, telephony and digital television. They get the cheaper one at half price for as long as the contract runs.

Eric Tveter, Managing Director at cablecom: «When I came to cablecom, it was very important to me to launch a package that would reward existing customers for their loyalty and trust as quick as possible. Our new combination deals provide customers with a product for free or at half price. This is an interesting offer for new customers or for customers not yet very familiar with us. They now have the option of experiencing new cablecom products at prices that are competitive in the long term and our greatly-improved customer service.»

The subscriptions available in the combination deal include the following products:

Internet	hispeed 10 000 CHF 49.-	hispeed 15 000 CHF 55.-	hispeed 25 000 CHF 75.-	Fiber Power internet 50* CHF 85.-	Fiber Power internet 100* CHF 95.-
Telephony	digital phone light CHF 15.-	digital phone freecall CHF 25.-	digital phone freecall & global CHF 30.-		
TV	HD mediabox receiver CHF 15.-	HD mediabox recorder CHF 25.-	HD mediabox recorder incl. collection & HD CHF 45.-		

*The availability of Fiber Power internet 50 and Fiber Power internet 100 is for the moment restricted to a certain geographical area.

Efficient subscription switches for existing customers

Existing customers can switch their subscriptions to one of the new combination deals for free. This can be done easily via the online customer centre. Contracts for existing individual products are automatically renewed by 12 months (minimum term as part of the combination deals). Combination deals cannot be cumulated with existing promotions. The price reduction for combination deals refers to the monthly charge. The combination deals include paperless billing (e.g. per e-mail), which makes both environmental and economic sense.

Media representatives are welcome to contact us for more information:

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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 (hispeed) 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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