

Press Release

Zurich, 26 January 2010

Winter Olympics in HD – cablecom makes it possible

Right on time for the start of the Winter Olympics on 12 February 2010 in Vancouver, cablecom is launching the HD version of the two public service stations ARD and ZDF in its basic digital TV package - at no extra charge. The two German channels will be activated in high-definition quality on 2 February.

Anyone wishing to follow the Games in Vancouver in state-of-the-art HD image quality can do so as part of cablecom's basic digital TV package. In time for the Winter Olympics, cablecom is activating the HD version of the German channels. Today, high-definition channels in the basic package already include «HD Suisse», the German/French cultural channel «Arte HD», the private German channel «Anixe HD», as well as the British channel «BBC HD». The HD offer is now expanded with two more popular German speaking channels.

«I am delighted that we can provide ARD HD and ZDF HD – two well-known and popular channels in Switzerland – in the best possible picture and sound quality to our customers, especially with regard to this upcoming major sportevent with many Swiss participants in action», comments Koen Verwee, Vice President Marketing & Product Management of cablecom. «Our offers are growing steadily. With the total of ten HD channels that are in our package, we are focusing on our goal of bringing the best digital TV experience into our customers' living rooms».

«Eurosport HD» is broadcasting even more: From 13 to 28 February they bring the complete Winter Olympics: All competitions, in razor sharp HD quality and reporting around the clock, both live (evenings) and with summaries of the highlights (nights and mornings). Together with the high-definition versions of the «National Geographic Channel» and «Discovery Channel» documentary channels, as well as «Classica», the station for classical music, the cablecom HD add-on package (for CHF 7.50 per month) provides an extensive, attractive range of HD channels.

The ZDF & ARD channels will be activated on 2 February 2010 in the German and Italian-speaking regions of Switzerland. Cablecom will announce further details about broadcasting further HD channels in the French-speaking region shortly.

Media representatives are welcome to contact us for more information:

cablecom Media Relations
+41 44 277 99 99
media.relations@cablecom.ch

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 September 30, 2009, the company had over 1.6 million television customers, of which 362,000 made use of the digital service, 485,000 were Internet customers (broadband) and 305,000 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 September 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.

www.lgi.com