

Press release

Zurich, 31 March 2010

Cablecom speeds up Fiber Power internet and introduces UPC logo

From 1 April 2010 surfing the Internet will be even faster and more cost effective for cablecom customers. In Fiber Power internet 20, cablecom is launching a product which is based on its next-generation cable network. At monthly charges of CHF 50, it is almost four times faster than products with a comparable price from the competition. At the same time, cablecom will be embarking on changing its brand identity – as already announced – with the introduction of the UPC logo.

Faster, more cost effective, simpler – that is how the new Internet service from cablecom will be presented with effect from 1 April 2010. Instead of the most popular product hispeed 10000, cablecom now offers Fiber Power internet 20. For a monthly fee of CHF 50 customers get download speeds of 20'000 Kbit/s. For a similar price, cablecom customers today surf almost four times faster than competitors' customers. "In terms of speed, we are setting ourselves significantly apart from the competition with the next-generation Fiber Power cable network. As speedleader our offer takes up where our competitors' speed range ends. Nowadays modern Swiss households are demanding ever higher Internet speeds to meet their needs. The capacity of our cable network means that a family with several members can enjoy digital TV in HD-quality, music and online games all at the same time without any problems. We are providing these speeds for our customers and so delivering a unique customer experience," explains Eric Tveter, Managing Director of cablecom.

Product structure with effect from 1 April 2010

Existing customers can switch to the new Fiber Power internet 20 without any additional activation charges.

Product	Speed (download/upload)	Monthly costs
hispeed 250	250/100	CHF 5
hispeed 2000	2,000/200	CHF 34
hispeed 10000 > NEW Fiber Power internet 20	10,000/1,000 > NEW 20,000/2,000	CHF 49 > NEW CHF 50
Fiber Power internet 50	50,000/5,000	CHF 85 > NEW CHF 60*
Fiber Power internet 100	100,000/7,000	CHF 95 > NEW CHF 85*

* With effect from end of May 2010, the prices for Fiber Power internet 50 and 100 will be reduced further to CHF 60 and CHF 85 respectively.

Quite simply the fastest connection

Thanks to the continuous investment of over CHF 1 billion in network expansion over the past few years, the new Fiber Power internet 20 service is available for all households in the cablecom network. Soon more than 60% of these households will have the opportunity to experience speeds of 50 Mbit/s and 100 Mbit/s. Thanks to the next generation Fiber Power cable network, cablecom customers are able to surf up to five times faster than with the competition. There will be no reconstruction necessary for customers using the cablecom cable network. All customers already have the high-performance Internet connection ready for use at their cable socket. They just need to plug in the cable modem and then it's ready.

Visual change too

With its campaign about the new speed offers, highlighting the fun involved in being the fastest, cablecom is embarking on its transition to a new identity and is adding the UPC logo to its public face. As Eric Tveter explains: "Thanks to the strong dedication of our employees, we have achieved a great deal in the past few months and have noticeably increased customer satisfaction. By adopting the UPC logo we are not only supporting these improvements but also our attractive innovations." In order to make this transition easier for customers, the two logos will be used in tandem for the time being.

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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 31 December 2009, the company had around 1.6 million television customers, of which 379,000 made use of the digital service, 487,000 were Internet customers (hispeed) and 304,000 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 2009 the company had around 1,400 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.

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

About Liberty Global

Liberty Global, Inc. 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 24 February 2010, Liberty Global operated state-of-the-art networks across 14 countries principally located in Europe, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chello-media in Europe.

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