

Press Release

Zurich, 19 May 2010

Cablecom simplifies digital television with the DigiCard – and provides HD for everyone

With its DigiCard, cablecom is enhancing and simplifying its digital television products. Cablecom is now offering high-definition (HD) television in each of the four channel packages – with or without a set-top box. At the same time, cablecom is slashing the prices for the super-fast Fiber Power internet 50 and Fiber Power internet 100 products. People who opt for a combination deal save the most money.

As an innovation leader, in time for the FIFA Football World Cup, cablecom now offers its customers a choice for the first time ever – digital television either with the DigiCard or in the proven way via set-top box. As opposed to competitors such as Swisscom, cablecom's cable network makes high-definition television possible throughout Switzerland. All deals include at least one high-definition television channel. At present this is HD suisse; in future it will be all available SRG programmes. Cablecom customers now enjoy the same television programmes, regardless of whether they use a set-top box or the DigiCard to watch digital television. There are no additional monthly costs for the "DigiCard mini" introductory package. The majority of televisions available today are CI+-ready and thus compatible with the DigiCard. A full list of these televisions is available at <http://www.cablecom.ch/digicard>.

TV package structure

Package	DigiCard*		Set-top box		Channels / HD
	Monthly costs**	On-demand / recording	Monthly costs**	On-demand / recording	
NEW: Mini	CHF 0	no / no	CHF 4	yes / no	55 / 1
NEW: Starter	CHF 9	no / no	CHF 19	yes / yes	> 80 / 1
NEW: Classic	CHF 15	no / no	CHF 25	yes / yes	> 125 / <6
NEW: Comfort	CHF 30	no / no	CHF 40	yes / yes	> 165 / <10

* DigiCard must be purchased (recommended retail price CHF 99). HD mediabox receiver Mini can be purchased for CHF 150.

** Not including the monthly cable connection fee of (max.) CHF 24.20.

Cablecom recommends digital television using a set-top box with a recording function for customers who wish to use attractive additional services. This means customers can use popular functions such as recording, delayed viewing and pausing. With the new starter

package, cablecom is lowering the costs for the introductory digital package, including a recording function, from 25 to 19 Swiss francs per month. Cablecom also provided all set-top boxes with a new electronic programme guide (EPG) at the end of April. In addition to faster reaction and access times to programme information, it offers a simplified interface and more functions.

Internet: less inexpensive and faster for everyone

At the same time as introducing the new structure in the television sector, cablecom is lowering the prices of the best deals for fast Internet in Switzerland. For example, Fiber Power internet 100 now costs only 85 instead 95 Swiss francs. Fiber Power internet 50 has been reduced by as much as 25 Swiss francs – it now costs 60 instead of 85 Swiss francs. A survey of the competition shows that cablecom customers now surf four times as fast in the Internet at the same price and about ten times as fast for 10 Swiss francs more per month in comparison with Swisscom customers.

Internet product structure

Product	Download/upload speed	Monthly costs previously	Monthly costs NEW
Fiber Power internet 100	100,000/7,000 kbit/s	CHF 95	CHF 85
Fiber Power internet 50	50,000/5,000 kbit/s	CHF 85	CHF 60
Fiber Power internet 20	20,000/2,000 kbit/s	CHF 50	CHF 50
hispeed 2000	2,000/200 kbit/s	CHF 34	CHF 34
NEW: hispeed 500* (formerly hispeed 250)	500/100 kbit/s	CHF 5	CHF 5
hispeed 300**	300/100 kbit/s	-	CHF 0

* Still only available in combination with Digital Phone.

** Available on request.

As Eric Tveter remarks: "We keep up our development work – in the interests of our customers. Time and time again, we are the first in Switzerland to offer them new services, such as the DigiCard. As we are now making the fastest Internet deals even less expensive, we can give families with a wide variety of needs fantastic multimedia experiences without any restrictions. Only our latest cable connection generation can do this."

Furthermore, starting 1 June 2010, cablecom will provide all customers who request it with a free Internet connection with speeds of 300/100 kbit/s. Existing customers can continue to use their products as before. Cablecom has also undergone a facelift on the company website, taking on the look and feel of its parent company UPC.

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 31 March 2010, the company had around 1.5 million television customers, of which 397,000 made use of the digital service, 493,000 were Internet customers (hispeed) and 312,000 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 2 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 March 31, 2010, Liberty Global operated state-of-the-art networks serving 18 million customers across 14 countries principally located in Europe, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

www.lgi.com