

Media Release

Zurich, 25 August 2010

Experience the new cablecom – or simply return the products

If you haven't yet had the opportunity to enjoy high-speed Internet or TV in HD quality, now is the time! Cablecom is launching its autumn campaign today under the motto "Try and buy". All of cablecom's products can be tried out immediately and without commitment for two whole months without any further costs or contractual obligations.

Thanks to its latest generation network, cablecom has the edge over the competition when it comes to TV in HD quality and high-speed surfing on the Internet. This is particularly noticeable when using several digital services in the home at the same time. Cablecom now wants to make this unique experience available to the greatest possible number of customers. Switzerland's leading cable network company is thus launching its autumn campaign today under the motto "Try and buy". All of cablecom's products can now be tried out without commitment for two whole months. If, 60 days after its activation, you decide to keep the product, you don't need to do anything. If you decide not to keep the product just return it within the trial period. There are no additional costs and the contract ends on return of the product.

The "new" cablecom is becoming noticeable

In the past few months cablecom has invested a great deal in improving the quality of its products and services. The results of the most recent customer surveys reveal that these improvements are also being noticed. With its trial offer cablecom wants mainly to provide a simple way for new customers as well to have the opportunity to become acquainted with and experience the "new" cablecom. Eric Tveter, cablecom's Managing Director: "Last year, with our improvement programme 'Changing for you', we began to align our services completely to our customers and to quality. The aim is simply to provide the best possible experience for the customer. Increasing customer figures for our digital products and significantly higher customer satisfaction rates show that we are on the right track. We will continue to pursue these goals consistently."

Combination deals from cablecom with real value for money

Cablecom has greatly improved both its quality and its range of products in the past year and a half. With cablecom you can now watch digital TV in HD quality, surf in the Internet at speeds of 20 Mbit/s and phone free on the Swiss fixed network for only CHF 75.– a month. In addition, cablecom's cable network – as opposed to the telephone network – guarantees



unlimited TV viewing and surfing the Internet at the same time on several devices. Cablecom's TV on demand and the DigiCard are two additional, exclusive innovations. TV on demand allows you to watch your favourite programmes on Swiss TV when you want. The DigiCard enables digital TV without a set-top box.

Further information on the packages and on the autumn campaign is available at:

<http://www.cablecom.ch>

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 30 June 2010, the company had around 1.5 million television customers, of which 415,000 made use of the digital service, 496,000 were Internet customers (hispeed) and 318,000 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 June 30, 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.

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