

Media Release

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cablecom brings back Swiss film classics

From 3rd March 2011 cablecom will be expanding its Video On Demand (VOD) service exclusively with great Swiss film classics. Customers will be able to enjoy popular classics such as «Wachtmeister Studer», «Uli der Knecht» and «Dällenbach Kari» immediately. In doing so, the company is working to support Swiss movie culture while further expanding the appeal of their VOD service.

Would you like another opportunity to see Stephanie Glaser, Liselotte Pulver and Heinrich Gretler? cablecom's On Demand service makes it possible. In cooperation with Praesens-Film AG around 40 Swiss films will be finding their way back to the TV screen.

All of the films were made in Swiss German and in black and white – apart from «Heidi and Peter» made in 1955, which was the first colour film produced in Switzerland.

In the first phase 11 great classic films will be launched on 3 March. The remaining films will follow in April and May. The films, which are all original recordings of the time, date from 1938 (Wachtmeister Studer) to 1970 (Dällenbach Kari) and are on offer at the price of CHF 6.- under the «Classics» label.

Praesens-Film AG is the oldest film company still in existence in Switzerland and now operates mainly in film rental and retail in the home entertainment sector. The company was formed in 1924 and celebrated its first cinema successes as early as the 1930s and 1940s. Until 1950 Praesens-Film was the only large film production company in Switzerland that was also able to score international successes. Corinne Rossi, Managing Director of Praesens-Film, is also pleased about the company's cooperation with cablecom: «Today we are taking a giant innovative leap forward in order to be able to meet the demand of Swiss film consumers for a VOD service that includes the most popular classic films. We thank cablecom for this valuable cooperation.»

For Pascal Amrein, Director of Content at cablecom, the inclusion of these Swiss films is a valuable expansion of the service: «Swiss film classics enjoy great popularity with the Swiss audience. We are therefore proud that this cooperation enables us to present a significant part of Swiss film history via the On Demand Service. The works of directors such as Kurt Früh or Franz Schnyder and the acting performances of Heinrich Gretler and Anne-Marie Blanc are part of the cultural heritage of Switzerland and should be remembered by younger generations too.»

From 3rd March the following films will be included in the service:

- Wachtmeister Studer (1939)
- Gilberte de Courgenay (1941)
- Heidi (1952)
- Uli der Knecht (1954)
- Heidi und Peter (1955)
- Polizischt Wäckerli (1955)
- Uli der Pächter (1955)
- Hinter den sieben Gleisen (1959)
- Es Dach überem Chopf (1962)
- Polizischt Wäckerli in Gefahr (1967)
- Dällenbach Kari (1970)

Other well-known titles to follow later include «Romeo und Julia auf dem Dorfe», «Bäckerei Zürrer», «Die Käserei in der Vehfreude», «Matto regiert», «Füsilier Wipf» and the two Oscar winning films «Marie Louise» and «Die Gezeichneten/The Search».

We would be happy to supply further information to media representatives:

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About cablecom

cablecom – a Liberty Global enterprise – is the largest cable network company in Switzerland, providing its customers with offers in the areas of cable television, broadband Internet and fixed network telephony. As of 31.12.2010, the enterprise had more than 1.5 million television customers, of whom 465,000 were in the digital area, as well as 510,000 Internet customers and 327,000 telephony customers. cablecom also provides voice, data and value-added services for business customers. cablecom provides cable network operators with plant engineering and construction as well as with application and transmission services for telephony and Internet. The company's own network connects more than 2 million households and supplies all the larger towns in Switzerland. In 2010, the company, which employs around 1,400 people, achieved a turnover of more than 1.1 billion Swiss francs.

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

About Liberty Global

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 December 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.

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