



Media Release

Zurich, 21 March 2011

From cablecom to upc cablecom – More Power, More Joy.

By 4th April upc cablecom will be starting out in its new look – just in time for the arrival of spring. The largest cable network operator in Switzerland is also supporting the rebranding with a fresh range of products and even more power for the packages on offer. For example, there are higher speeds for the Internet products and additional high definition television channels even in the basic digital package. upc cablecom is also launching the first telephony flat rate for international calls.

upc cablecom officially replaces cablecom by 4th April 2011. Eric Tveter, upc cablecom CEO, is delighted: "With the new brand we are presenting ourselves in the market as a subsidiary of Liberty Global, while at the same time proudly carrying on a piece of Swiss telecommunications history in our name. And with the slogan "More Power, More Joy.", we are continuing a tradition: we are once more launching path-breaking product innovations such as the new flat rate FreePhone Global."

Even more attractive bundles

Due to the high demand for predefined products, upc cablecom is also simplifying its bundles with the rebranding and is wrapping them up with even more power. So customers now have a choice of six new bundles, in three-pack or two-pack deals. There is something to suit everyone, whether it is the "Basic Combi" for the infrequent surfer or the "Power Combi" for the frequent television viewer. In the middle of the range there is the new "Smart Combi" package for only CHF 79.- with 50 Mbit/s Internet download speed, free telephony to the Swiss fixed network and a HD-compatible recorder for unrestricted Digital TV enjoyment.

More HD for everyone

upc cablecom is also simplifying its range of Digital TV subscriptions and reducing it to three packages: "Mini" with additional HD channels, the best-selling "Classic" with more than 120 TV channels and the most extensive subscription "Comfort", with over 170 television channels from all over the world.

Since summer 2010 the SRG channel HD Suisse has been available even in the basic "Mini"



package. With upc cablecom, however, in future customers will be able to watch more high definition television: in addition to HD Suisse more high definition television channels will also be available in the “Mini” basic TV package. Three additional programmes in German-speaking Switzerland and also in the Italian-speaking region of Switzerland, plus four in the French-speaking part of Switzerland. Once the high definition versions of the regular SRG SSR channels have been launched at the beginning of 2012, these HD channels will be part of the “Mini” programme package.

In the case of the Video on Demand (VOD) service, upc cablecom will be introducing a second audio programme for films in stages. The first film – “Stone” with Robert de Niro and Edward Norton – is already available in the original language English with German subtitles. More films will follow in the next few weeks.

Faster surfing and cheaper telephone calls

The huge capacity of the upc cablecom cable network means that customers will not just be able to have more high definition television channels. The company will also be continuing to increase the speed of Internet services. So, for example: Fiber Power Internet 20 is now Fiber Power Internet 25. With this subscription, customers of the cable network provider can surf the Internet around 25% faster than is possible with today's highest-performing services via the telephone line. At the same time, upc cablecom is reducing the price of its fastest Internet package by CHF 10.–. Customers will now pay CHF 75.– per month for Fiber Power Internet 100, thus outperforming current fibre optic services both in price and speed.

With FreePhone Global upc cablecom is now offering the first flat rate for fixed network telephony to other countries. This means that in future not only calls to the Swiss fixed network will be free, but also calls around the clock to the fixed networks in 33 other countries, for example, to Germany, Italy, Spain and even the US.

Less paper and reduced costs

upc cablecom aims to change over to paperless billing for new and amended contracts. With the rebranding, all new and existing customers who opt for one of the new digital products will therefore have the option of receiving an electronic bill. This will save them the postage of CHF 1.50 per paper bill. The first two paper bills will be sent to all customers free of charge.

For more information about the company and its products visit:

<http://www.cablecom.ch>



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

upc cablecom Media Relations
Michael Loss
Tel. +41 44 277 99 99
media.relations@cablecom.ch

About upc cablecom

upc 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. upc cablecom also provides voice, data and value-added services for business customers. upc 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 two 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.

www.lgi.com

Overview of combination deals from 4 April 2011

Combi *	Basic Combi	Smart Combi	Power Combi
Internet	Fiber Power Internet 5	Fiber Power Internet 50	Fiber Power Internet 100
Phone	LightPhone	FreePhone Swiss	FreePhone Global
Digital TV	HD Mediabox Receiver Classic	HD Mediabox Recorder Classic	HD Mediabox Recorder Comfort
WLAN modem	CHF 99.–	<i>Included</i>	<i>Included</i>
Price: (per month)	CHF 59.–	CHF 79.–	CHF 99.–

Duo *	Basic Duo	Smart Duo	Fun Duo
Internet	Fiber Power Internet 25	Fiber Power Internet 50	Fiber Power Internet 50
Phone / Digital TV	LightPhone	FreePhone Swiss	HD Mediabox Recorder Classic
Price: (per month)	CHF 59.–	CHF 69.–	CHF 69.–

* Customers are required to have a upc cablecom cable connection. This usually costs CHF 25.05/month plus an obligatory copyright fee of CHF 2.25/month and is generally included in the ancillary costs in rented apartments.

Overview of individual digital products from 4 April 2011

Digital TV *	Mini	Classic	Comfort
Channels	> 55 (4, or 5 HD) <i>NEW</i>	> 120 (6 HD)	> 170 (17 HD)
Mediabox Recorder (Rental per month)*	–	CHF 25.– <i>CHF 12.50**</i>	CHF 40.– <i>CHF 20.–**</i>
Mediabox Receiver (Rental per month)*	CHF 4.–	CHF 15.–	CHF 30.–
DigiCard (Purchase, one-off)*	CHF 0.– (CHF 99.–)	CHF 10.– (CHF 99.–)	CHF 25.– (CHF 99.–)

* Customers are required to have a upc cablecom cable connection. This usually costs CHF 25.05/month plus an obligatory copyright fee of CHF 2.25/month and is generally included in the ancillary costs in rented apartments.

** For new customers: 1 year at half price

HD channels Mini	Western Switzerland (+4) <i>NEW</i>	German-speaking/Italian-speaking Switzerland (+3) <i>NEW</i>
	TF1 HD	ARD HD
	France 2 HD	ZDF HD
	M6 HD	Arte HD
	Arte France HD	

Internet *	Internet Basic**	Fiber Power Internet 5	Fiber Power Internet 25 <i>NEW</i>	Fiber Power Internet 50	Fiber Power Internet 100
Download / Upload (Kbit/s)	500 / 100	5'000 / 500	25'000 / 2'500	50'000 / 5'000	100'000 / 7'000
Price: (per month)	CHF 5.–	CHF 35.–	CHF 50.–	CHF 60.–	CHF 75.–

* Customers are required to have a upc cablecom cable connection. This usually costs CHF 25.05/month plus an obligatory copyright fee of CHF 2.25/month and is generally included in the ancillary costs in rented apartments.
 ** Available: Only in combination with "Phone"

Phone *	LightPhone	FreePhone Swiss	FreePhone Global <i>NEW</i>
Swiss fixed network (per minute)	CHF –.06	<i>Included</i>	<i>Included</i>
Swiss mobile net- works (per minute)	CHF –.35 to –.45	CHF –.35 to –.45	CHF –.35 to –.45
International (per minute)	Tariff zone 1: CHF –.11** Tariff zone 2: CHF –.22**	Tariff zone 1: CHF –.11** Tariff zone 2: CHF –.22**	<i>Included**</i>
Customer profile	Infrequent caller	Regular caller to Swiss fixed network	Regular caller to Swiss fixed network & abroad
Price: (per month)	CHF 15.–	CHF 25.–	CHF 35.–

* Charges per call are rounded up to the next CHF –.10

** Tariff zone 1: Denmark, Germany, Finland, France, Great Britain, Italy, Canada, Liechtenstein, Norway, Austria, Sweden, US,

Tariff zone 2: Andorra, Australia, Belgium, Faroe Islands, Gibraltar, Greece, Ireland, Iceland, Israel, Japan, Luxembourg, Malta, Monaco, New Zealand, Netherlands, Portugal, San Marino, Spain, South Korea, Taiwan, Cyprus