



## **Press Release**

**Zurich, 11 April 2011**

### **upc cablecom speeds up Internet for existing customers**

**upc cablecom recently celebrated the launch of the new brand with even faster Internet speeds for new customers. Soon more than 400,000 existing customers will also be enjoying Internet speeds that are up to five times faster than before. Customers will receive the higher speeds on the same or even slightly cheaper terms. Following upc cablecom's mid-March launch of paperless bills for new customers, the company is now introducing electronic billing for existing customers as well. Billing will continue to be free of charge for customers provided they opt for the paperless bill.**

upc cablecom rounded off the brand transformation at the beginning of April with the launch of its new product portfolio. Switzerland's largest cable network provider is now also thanking its existing customers for their long-standing loyalty and is increasing both the download and upload speeds of their Internet subscriptions. As Koen Verwee, Vice President of Marketing & Products at upc cablecom remarks, "We're upping the speeds for our existing customers so they will be able to download from the Internet up to five times faster. We're proud to be carrying on our reputation as an innovative, high performance telecommunications company with the new upc cablecom brand, and yet again provide our existing customers with cutting edge services, true to our motto: «More Power, More Joy. »"

Customers will enjoy the higher speeds for the same or even cheaper subscription prices provided that they switch to electronic billing within the next two billing cycles, thus saving themselves the fee of CHF 1.50 per paper bill. Customers with the new Fiber Power Internet 100 instead of Fiber Power 50 will not only enjoy double the speed but also a cheaper price (now CHF 75 instead of CHF 85 per month before).

upc cablecom will be notifying all customers concerned by post in April. As before, customers can change at any time to another product or combination deal.

## Overview of new subscriptions for existing customers

<i>Old subscription</i>	<i>Old speeds Download/upload (Kbit/s)</i>	<i>NEW subscription</i>	<i>New speeds Download/upload (Kbit/s)</i>
hispeed 1000	1000 / 100	<i>Fiber Power Internet 5</i>	5000 / 500
hispeed 8000	8000 / 800	<i>Fiber Power Internet 25</i>	25000 / 2500
hispeed 10000	10000 / 1000		25000 / 2500
Fiber Power 20	20000 / 2000		25000 / 2500
hispeed 20000	20000 / 1200	<i>Fiber Power Internet 50</i>	50000 / 5000
hispeed 20000	20000 / 1500	<i>Fiber Power Internet 100</i>	100000 / 7000
hispeed 25000	25000 / 2500		100000 / 7000
Fiber Power 50*	50000 / 5000		100000 / 7000

\* Valid for Fiber Power 50 subscriptions taken out before May 2010.

## Maximum speed, maximum enjoyment – all at the same time

The number of high definition TV channels and 3D content offerings is rapidly increasing. Nowadays customers are increasingly watching video content on the Internet and young people in particular, mainly use the Internet as an entertainment medium. Surveys show, for instance, that 90% of our 14-29 year old German neighbours are already enjoying TV content on the Internet. Furthermore, a growing number of modern families today already have several electronic media like PCs, TV sets, smartphones, iPads and game consoles lined up at home. All these devices use Internet connections to transmit data and thus share the available Internet bandwidth. Cable gives you access to the fastest Internet speeds while watching high definition 3D TV content with no compromises on quality.

## Less paper, less costs

For some time now customers with combination deals from upc cablecom and, as of April 2011 all new customers with digital products, have been taking advantage of paperless bills. The postage fee of CHF 1.50 has therefore already been dispensed with for more than 100,000 customers who decided against paper-based bills. upc cablecom aims to



successively introduce electronic billing for all customers. upc cablecom and its customers can thus make a significant contribution to reducing their carbon footprint by annually saving a mountain of A4 format paper that would be higher than the Matterhorn itself. You would need a forest of over 700 trees to neutralise the CO<sub>2</sub> emissions generated by producing this mountain of paper.

**For more information about the company visit:**

<http://www.upc-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@upc-cablecom.ch](mailto:media.relations@upc-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.upc-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.

<http://www.lgi.com>