



Media release

Zurich, 3 October 2011

Carlos Leal: the new face of upc cablecom

Swiss actor and musician Carlos Leal is taking on the role of brand ambassador for upc cablecom. In this role he will represent the company's brand values in various communication media. The partnership will be launched on 3 October when the first TV commercial involving Leal will be seen in all parts of the country.

Popular musician and actor Carlos Leal will in future be representing the leading Swiss cable network operator upc cablecom in the public eye as its brand ambassador. Leal will be used in all communication channels – as the new face of upc cablecom.

A promising partnership

This partnership will be launched with a commercial which can be seen on TV from 3 October onwards throughout the country in three languages. In the commercial Leal not only demonstrates his talent as a comedian, he also shows himself to be extremely wind-resistant. Eric Tveter, Managing Director of upc cablecom, is convinced that Carlos Leal is exactly the right person for the role of brand ambassador and that he best embodies the values of the company: "Carlos is a charming personality who is well-known nationwide. With his enthusiasm for anything new and his flair for strong performances he is the perfect person to take our corporate image to the outside world."

Carlos Leal is himself pleased about his new role with the largest Swiss cable network operator: "I was inspired in an instant by the élan of upc cablecom. High speeds, fantastic entertainment and partnerships extending across language barriers and country borders – these are things that upc cablecom stands for and that I can identify with."

Successful career

The son of Spanish immigrants, Carlos Leal grew up in a suburb of Lausanne. The multi-talented Leal first came to the attention of the public as a singer in the Swiss hip-hop group "Sens Unik". The French-speaking band won several prizes and achieved international recognition too.



After several years in the music business Leal turned to acting. He appeared in international film and television productions and in 2006 played the croupier in the James Bond film "Casino Royale". His lead role in "Snow White" (2005) by Swiss director Samir and an important role in Michael Steiner's film "Sennentuntschi" (2010) also earned him positive reviews and increased his popularity.

Click here to see a photo of Carlos Leal:

www.upc-cablecom.ch/gallery_download?id=22741&url=gallery_upc_cablecom_print_carlos_leal.jpg

Click here to see the commercial referred to above (German version):

www.youtube.com/user/UPCCH?feature=mhee#p/u/0/nr6hqWJLXZ0

For more information about upc cablecom visit:

<http://www.upc-cablecom.ch>

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About upc cablecom

upc cablecom – a member of Liberty Global – is Switzerland's largest cable network company and provides its customers with offerings in the television, Internet and telephony sectors. As of 30 June 2011 the company recorded over 1.5 million cable connections with television and radio reception. 509,600 customers additionally use upc cablecom Digital TV and Radio. Another 525,200 Internet and 339,000 telephony customers have invested their trust in the products of Switzerland's largest cable network operator. The company also provides voice, data and value-added services for business customers. upc cablecom supplies cable network companies with system building, application and transmission services. Its own network serves over 2 million households and covers all major Swiss cities. In 2010 upc cablecom generated revenue of more than 1.1 billion Swiss francs with 1400 employees.

<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 June 30, 2011, 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>