

Press Release



UPC commences major digital TV upgrade drive

Ireland, 8th January 2008 – UPC Ireland, the parent company of Chorus ntl, has embarked on a major digital TV upgrade drive with the launch today of its FREE digital TV campaign offer. With UPC's '*Digital for All*' offer customers will be able to enjoy the additional channels, improved picture quality and service reliability that digital can provide. To make the move to digital even easier customers will be able to easily upgrade to Digital TV at no extra charge for the first 6 months and then only €2.50 per month thereafter. The move will see UPC provide over €10 million worth of digital set top box equipment to its remaining analogue customers to enable them to enjoy the benefits of Digital.

UPC's '*Digital for All*' is designed to remove any remaining barriers to digital upgrade by offering digital services at minimal or no incremental cost to encourage and accelerate Digital adoption. From today, customers can enjoy a FREE upgrade to digital TV with access to over 100 digital TV and radio channels including Eurosport, Film4, More4, BBC3, BBC4, Cbeebies and Virgin 1 with nothing extra to pay for 6 months, no installation charge for the Digital Set Top box.

UPC's €10 million '*Digital for All*' set top box investment programme is part of the company's continuing efforts to increase the availability of its popular Digital product across Ireland by upgrading legacy Chorus networks and significantly improving the channel line up offering it provides.

The successful completion of UPC's Digital network upgrade means that over half of Irish households now are able to benefit from UPC Digital services via either its cable or Multichannel Multipoint Digital Service (MMDS) networks. As a result of the upgrade households in the Chorus networks are now able to access up to 50 more Digital TV & Radio channels than previously possible.

Simon Kelehan, head of TV for UPC Ireland said: "We've been working towards this day for a long time, improving the availability, quality and affordability of our Digital TV product. Our products are stronger than ever before and today's announcement makes it easier than ever to upgrade to digital TV. With the price difference between analogue and digital just €2.50 a month, there has never been a better time to go Digital."

Additional notes to Editors:

To find out more about UPC and its services – please visit www.upc.ie or contact us by phone on 1890 918 444 or email online.sales@upc.ie

UPC Ireland, is the largest television provider in Ireland with over 585k TV customers, over 53% of UPC's TV customers have already upgraded to Digital.

UPC successfully completed the upgrade in Athlone, Portlaoise, Celbridge, Maynooth, Carlow, Tallow, Lismore, Cappoquinn, Tipperary town and Portlaoise and of its MMDS network (which provides service to over 108K customers) to Digital ready in 2007. UPC also increased the number of channels available by up to 50 digital channels in legacy Chorus networks, further strengthening its Digital TV service.

*figures above reported at September, 30th 2007