



a UPC company

## ESPN included as a standard channel in Digital Max Pack for all Chorus ntl customers

Chorus ntl to showcase ESPN to all its customers on channel 407  
this weekend from Friday 22<sup>nd</sup> to Monday 25<sup>th</sup> January

Ireland, Wednesday 20<sup>th</sup> January – Chorus ntl is celebrating the inclusion of ESPN as a standard channel as part of its Digital Max and Select Extra TV packs.

To promote this move, **ESPN will broadcast free to all Chorus ntl digital customers from Friday 22<sup>nd</sup> January at 0600 until Monday 25<sup>th</sup> January at 0600.** The dedicated sports weekend will showcase the variety of content that Chorus ntl digital customers can experience on ESPN.

### Highlights of the Free ESPN Weekend include:

- **Friday 22nd January**  
01:00 – Live NBA: LA Lakers v NY Knicks
- **Saturday 23rd January**  
17:30 – Live Bundesliga: Borussia Dortmund v Hamburg
- **Sunday 24th January**  
19:15 – Live Serie A: Inter Milan v AC Milan featuring David Beckham

ESPN was recently awarded the exclusive rights to 46 Live Barclays Premier League matches in the 2009/10 Season. ESPN has also been awarded exclusive live rights to the Clydesdale Bank Scottish Premier League games for the next five seasons. From next season ESPN will carry exclusive FA Cup football and Guinness Premiership Rugby. ESPN also has games from the German, Dutch, Russian and Portuguese national football leagues.

| Popular Chorus ntl TV Packages  | Price (incl VAT) |
|---|------------------|
| <p><b>Digital Max</b> (now includes ESPN in pack)</p> <p>Digital TV with all your favourite channels. Now includes ESPN and Setanta Ireland</p>   | €34              |
| <p><b>Sports Fan Pack</b></p> <p>Love sport? Switch to Chorus ntl and get it all:</p> <ul style="list-style-type: none"> <li>• Select Extra Digital TV Pack (Includes 50 Premier League matches with ESPN and Setanta Ireland)</li> <li>• Sky Sports</li> <li>• Digital+</li> </ul> <p>All that for only €58 a month saving you €168 a year when you switch from Sky and Eircom.*</p> <p>* Savings based on Sky 4 mix with Sports and ESPN.</p> | €58              |

[www.upc.ie](http://www.upc.ie)

### About ESPN

Based in Bristol, Connecticut, ESPN, Inc. is the world's leading multimedia sports entertainment company. ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

ESPN International has grown to include ownership — in whole or in part — of over 45 television networks outside of the United States, as well as a variety of brand extension businesses, which allow ESPN to reach fans in 200 countries and territories. In the UK, ESPN now includes a portfolio of television and digital brands including ESPN Classic, ESPN America, ESPNcricinfo.com, ESPNscrum.com, ESPNsoccernet.com, ESPN360.com and Racing-live.com.

On 22 June 2009, ESPN was awarded the exclusive rights to 46 Live Barclays Premier League matches in the 2009-10 Season and 23 matches a season from 2010-2013. ESPN plan to launch a new channel in the UK on 3rd August called 'ESPN. On 16 July ESPN was awarded exclusive live rights to Clydesdale Bank Premier League games for the next five seasons, showing 30 live games each season across the UK and Ireland, starting with the 2009-10 campaign this August.

ESPN Classic Sport now has five networks (UK, French, Italian, pan-European and Middle Eastern feeds) available in over 40 countries, and ESPN America has rights to show NFL,

NHL, MLB and NCAA Football and Basketball across Europe, available in 43 countries. Online, Soccer.net is **the destination of choice for football fans worldwide**. **ESPN acquired** cricinfo.com - the world's leading cricket website - and scrum.com – a leading rugby news, features and information portal – in summer 2007. ESPN360.com - the company's signature broadband service - launched in Europe in January 2008. In August 2008, ESPN acquired the world's leading independent motor racing website, Racing-Live.com.

Viewers can watch the following on ESPN over the course of Chorus ntl free sports weekend:

#### **Friday 22nd January**

- 19:30 – Live Bundesliga: SC Freiburg v VfB Stuttgart
- 01:00 – Live NBA: LA Lakers Vs NY Knicks

#### **Saturday 23rd January**

- 12:00 – Live SPL: Motherwell v St. Mirren (Studio)
- 17:30 – Live Bundesliga: Borussia Dortmund v Hamburg (studio tbc)
- 19:45 – Live Serie A: Juventus v AS Roma (studio tbc)
- 00:00 – Live Argentine football: Independiente v Racing Club

#### **Sunday 24th January**

- 11:30 – Live Dutch Eredivisie: Ajax v AZ Alkmaar
- 14:00 – Live Serie A: Palermo v Fiorentina
- 16:30 – Live Bundesliga: 1899 Hoffenheim v Bayer Leverkusen
- 19:15 – Live Serie A: Inter Milan v AC Milan (Studio)
- 22:00 – UFC: ESPN produced; 'UFC: Best of 2009'
- 00:00 – Live Argentine football: Boca Juniors v River Plate