

Press Release



ESPN FREE WEEKEND

Watch ESPN and ESPN HD for free between 10th September and 13th September

Catch live and exclusive action from the Clydesdale Bank Premier League, Aviva Premiership Rugby, Serie A, Bundesliga, French Top 14 Rugby, MLS, UFC and AFL

Ireland, 06 Sept 2010 - ESPN will be available free between Friday 10th September and Monday 13th September to all digital customers on UPC on channel 407 and in high definition on channel 416.

Starting at 6am on Friday 10th September and running until 6am on Monday 13th September, ESPN will be available to UPC customers. The weekend schedule on ESPN features live sporting action from across the UK, Europe and around the world including live **Clydesdale Bank Premier League** coverage from **Hamilton** where on Saturday 11th September **Rangers** visit New Douglas Park with coverage starting from 11.30am.

Football fans will be able to watch a host of top football action from across Europe including Italy's **Serie A** and Germany's **Bundesliga**. On Friday 10th September at 7.30pm, catch last season's Bundesliga runners-up **Schalke 04** with new signings Raul and Klaas-Jan Huntelaar as they visit **Hoffenheim**.

Meanwhile on Saturday, catch **AC Milan**, who finished third last season in Italy's **Serie A**, as their enviable attacking line up, including Ibrahimovic, Robinho, Ronaldinho and Pato, visit newly-promoted **Cesena**. And through the weekend ESPN will offer up a selection of UFC programming: **UFC Fight of the Night** and **UFC: Best of British**.

ESPN's free weekend is the place for rugby fans to watch crucial early-season fixtures from Aviva Premiership Rugby. On Saturday 11th September at 4.45pm, catch live and exclusive coverage of the clash between last season's Premiership Champions **Leicester Tigers** and newly-promoted **Exeter Chiefs**. And on Sunday 12th September at 2.15pm, watch last season's Premiership Play-Off Runners-Up **Saracens** host **Sale Sharks**.

Highlights of ESPN's free weekend include:

Friday 10th September

Bundesliga	Hoffenheim v FC Schalke	7.30pm
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Saturday 11th September

Clydesdale Bank Premier League	Hamilton v Rangers	11.30am
Aviva Premiership Rugby	Leicester Tigers v Exeter Chiefs	4.45pm
Serie A	Cesena v AC Milan	7.45pm

Sunday 12th September

Aviva Premiership Rugby	Saracens v Sale Sharks	2.15pm
Bundesliga	FC Koln v FC St. Pauli	5:15pm
Serie A	Napoli v Bari	7.45pm

ESPN's programming lineup is rich in top-quality, exclusive sports. Launched in August 2009, ESPN features top live football from around the world (Barclays Premier League, FA Cup, Clydesdale Bank Premier League, UEFA Europa League, Euro 2012 qualifiers, Italian Serie A, German Bundesliga, Dutch Eredivisie, Portuguese Liga and Russian Premier League) as well as UFC – Ultimate Fighting Championship, Top 14 Orange rugby, Australian Rules Football (AFL), NFL, NHL, NBA, Major League Baseball and more.

In addition to the FREE WEEKEND - ESPN is provided at no extra charge to UPC customers as part of the Digital Max and Digital Select Extra TV Packs.

To get ESPN – simply visit <http://www.upc.ie/television/> or locall 1890 940 624

About ESPN

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. 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 46 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, ESPN HD, ESPN Classic, ESPN America and ESPN America HD, ESPN.co.uk, ESPNCricinfo.com, ESPNSoccernet.com, ESPNScrum.com, ESPNF1.com and ESPN Player (broadband).

ESPN and ESPN HD feature exclusive live coverage of the Barclays Premier League, the FA Cup, Aviva Premiership Rugby, Clydesdale Bank Premier League, UEFA Europa League, Italian Serie A, German Bundesliga, UFC, French Top 14 Rugby, NBA, NFL and much more.

ESPN Classic now has five networks (UK, French, Italian, pan-European and Middle Eastern feeds) available in more than 40 countries.

ESPN America and ESPN America HD, the only European networks devoted exclusively to the best in North American sport, features coverage of the NFL, NHL, MLB and NCAA Football and Basketball across Europe, available to 19 million homes in more than 40 countries.

About UPC

UPC is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie