

# Press Release



## Chorus ntl take the lead on broadband speeds

Ireland, 3<sup>rd</sup> March, 2008, UPC, voted best Internet Service Provider 2008, new parent company of cable operators Chorus ntl confirmed today that it is introducing radically higher speeds for broadband consumers nationwide including a new residential 12Mb service for only €40 a month. The new speeds will be rolled out to over 408,000 broadband enabled homes across Dublin, Galway, Waterford, Limerick, Cork and all other cable broadband enabled towns. (*see footnote for other towns*)

In the company's latest quarterly results it reported having over 80,000 broadband customers, making UPC the leading alternative to Eircom in the broadband market. The speed changes will be introduced to new customers from April 2008 and will double the existing speeds on mid and top tiers to reach 6Mb and 12 Mb respectively.

This move will shake up the Broadband market by dramatically broadening the speed ranges available to Irish consumers. UPC has continually stretched the speed barriers in the consumer marketplace and has removed the need for consumers to rely on a landline or line rental. This development will mean that UPC will be the first large scale broadband provider to supply a 12Mb service to the Irish market at a realistic and affordable price of just €40 per month with a €30 per month 6Mb service that is twice as fast as our major competitors €30 product.

Ronan Gallagher, product manager of UPC said: "The Broadband debate in Ireland is now shifting from just being around Broadband availability to also include Broadband quality. Cable will continue to deliver real Broadband speeds that support how consumers use the internet today and into the future.

Mr. Gallagher added: "When it comes to real high speed Broadband we will continue to lead the market in delivering speeds at prices that DSL and Mobile simply can't match. The 408,000 homes across Ireland on our next generation network no longer have to settle for second best, they can now get a Broadband product that delivers real Broadband speeds at a realistic price. We are raising the bar for consumer broadband speeds in Ireland, where some operators deliver 12Mb business products for in excess of €200 per month, we are delivering the same speeds to residential consumers for just €40 per month. With our continuing network upgrade we will expand the availability of these amazing speeds to well over half a million Irish homes by the end of the year."

In addition to the speed changes UPC also announced a series of other improvements to its Broadband product range to include increased web space and more than doubled its usage allowance across its broadband tiers.

UPC operates across 10 European countries and reported today as part of its year end results it had over 2.7million broadband subscribers.

**Additional notes:**

\*The 408,000 broadband enabled homes include areas such as Dublin, Galway, Waterford, Limerick, Cork, Clonmel, Thurles, Kilkenny, Naas, Newbridge, Celbridge, Maynooth and Navan.

How do the new speeds compare?

	<b>Chorus ntl</b>	Eircom	Vodafone
1Mb	€20	€24.99	
3Mb		€29.99	€29.99 (3.6Mb)
6Mb	€30	€48.40 (7.6Mb)	
12Mb	€40	€204.49	

Download Speed	Upload Speed	Download allowances
1Mb	128Kb	20GB
6Mb	512Kb	60GB
12Mb	1Mb	120GB

All Chorus ntl Broadband products include up to 15 email addresses with 50MB of mailbox storage and 300MB of Webspace.

#### **About UPC**

UPC Broadband (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 10 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 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.