

# Press Release



## UPC introduces new broadband premium support line

Ireland, 13th March, 2008, UPC, voted best Internet Service Provider 2008, new parent company of cable operators Chorus ntl introduced today a new premium broadband support line. The dedicated line - 1550 924 124 - will support all incoming enquiries that are not related to the company's broadband service or product range.

The new broadband premium support line is designed to re-direct telephone traffic to specialized staff who provide technical support for products and services, such as home networking, wireless equipment, internet security and PC hardware, for example printer, scanners and digital cameras. In effect, customers with technical PC related issues are no longer required to pay call out charges to other IT specialists.

Debbie Behan, Broadband Product Manager of UPC said: "Over the course of last year, we saw a rise in non-related broadband questions pertaining to software and equipment usage. Having reviewed the type of enquiries coming through, the company decided to designate a special support line to assist our customers with a wide range of computer related challenges. The premium broadband support line offers our customers a convenient quality service and so far has been well received by callers into the support line."

The new broadband premium support line is offered in parallel with the company's existing free broadband support line 1908 for product related enquiries.

For more information, please visit <http://www.upc.ie/internet/> - q&a section.

### **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.