



Press Release

New UPC campaign introduces 25mb as standard entry level broadband speed Campaign to confirm UPC's broadband superiority

Ireland, 5th May 2011 – Home entertainment and communications company UPC Ireland today unveiled its new marketing campaign due to start on Monday May 9th. The marketing and advertising campaign introduces a 25Mb as the standard entry level speed for UPC customers.

The campaign which goes live on Monday May 9th will focus on the superiority of UPC's Fibre Power broadband offering which boasts unrivalled speeds and downloads and will more than triple the fastest speed of other Broadband providers.

The new campaign will have two objectives. Firstly, it will position the UPC brand as fundamentally superior to the competition by focussing on UPC's Fibre Power Network, with speeds beyond all other Broadband services.

Secondly, the campaign focuses on providing consumers with a clear and unequivocal comparison that demonstrates the difference between UPC Fibre Power Broadband and ordinary Broadband. This comparison will cement UPC as the Broadband of choice for Irish consumers.

UPC brand ambassador Craig Doyle will play a central role in the exciting new creative advertising campaign which was developed in partnership with Irish International. The campaign will be rolled out on TV, radio, outdoor, print and online formats. The media planner for the campaign is Carat. The total spend for the campaign is estimated at €5m.

UPC Ireland, Head of Marketing Rhona Bradshaw commented, "We're very excited about the campaign as it positions UPC as offering speeds and bundles our competitors can't come close to.

"We are also clearly cutting through the noise to mark out UPC as the only smart choice for consumers.

"UPCs Fibre Power broadband product range from May 9th will feature 25Mb, 50Mb and 100Mb, and is now enjoyed by over 677,200 homes with a Fibre Power network delivering unrivalled speeds at all times."

The new broadband packages will be available in tandem with the launch of the new campaign on May 9th 2011.

UPC Bundle packages (Fibre Power Broadband, Digital TV & Home Phone)

Below are the new bundles being offered by UPC from May 9th 2011:

	Fibre Power Starter	Fibre Power Essential	Fibre Power Ultimate
Broadband	25Mb	25Mb	50Mb
TV	Value Digital+	Select Extra Digital+	Max Digital+
Voice	Freetime World (off peak and weekend calls to local, national and selected international desitnations)	Freetime World(off peak and weekend calls to local, national and selected international desitnations)	Freetime World(off peak and weekend calls to local, national and selected international desitnations)
Bundle Price	€60	€65	€75

UPC customers will also have the option to double their broadband speed from 25Mb to 50Mb in the **Fibre Power Starter** and **Fibre Power Essential** bundles for an additional €5 per month. **Fibre Power Ultimate** customers will be able to double their broadband package from 50Mb to 100Mb for an additional €10 per month.

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