



Press Release

99% of UPC Broadband Customers to be on speeds of 20Mb or higher

UPC to upgrade Broadband Speeds of 190,000 customers

Ireland, July 2011 – Home entertainment and communications company UPC today announced the roll-out of a large scale upgrade in speeds for its broadband customers, ensuring its Fibre Power Broadband service is beyond all other providers.

By the end of August 2011, 99% of UPC's 215,000 broadband customers will be on speeds of 20Mb or higher. The remaining 1% is being upgraded from 1Mb to 12Mb. In addition, UPC is increasing its download allowance on all its Broadband tiers to 500GB, which is double that of eircom's highest available download limit.

UPC's faster broadband speeds allow a vastly improved customer internet experience. From online gaming to high definition video streaming, UPC's broadband products are designed to deliver the high speeds at all times no matter how many people in the home are using the internet at the same time.

Mark Coan, UPC Ireland Sales & Marketing Director, commented, *"Our goal is to be the clear choice for Irish consumers. 20Mb as a minimum speed will allow everyone in the home to experience the web to its absolute fullest. We also want our customers to have a fulfilling online experience, and to help them do this we are making our download allowance on all our services over 50 times as high as eircom's entry download cap. This means the average UPC customer doesn't have to worry about download limits at all anymore."*

The company also announced that it is to simplify its call rate charges to aid comparison with other providers and provide clear consumer choice.

Commenting on the plans to simplify their phone package offering, Mark Coan, said, *"We are also intent on improving and simplifying our phone packs by reducing the number of international rate bands from over 50 today to only 13 from September while also including a substantial amount of international free minutes into all call packages."*

"We are less than eircom on all domestic and international rates and by doing this we will make it even easier for Irish consumers to compare and see the benefit they get by choosing UPC as their phone provider."

From 5th September 2011 there will also be a few changes to UPC pricing which will affect some customers. Only one third of customers will receive any price increases, the majority of whom will experience increases from €1-€2 on their monthly subscription.

We have done our best to keep prices as low as possible, however sometimes these types of improvements do mean an increase in our costs.

UPC will also be freezing its TV prices and introducing 2 new channels to their line up from the 5th September; the Food Network and True Movies. The Food Network provides a rich menu of food related programmes and True Movies is the home of moving films and soaps based on real life events.

Competitor Comparison of Speed and Download Allowance

Service Provider	Advertised Speed	Advertised Usage
UPC	25Mb to 100Mb	500GB
Eircom	8Mb to 24Mb	10GB to 250GB
Vodafone	8Mb to 24Mb	10GB to 300GB

Simplification of UPC Phone Rate Bands from multiples of Day, Evening and Weekend to One rate and rate reductions for national and national mobile.

- Evening rate for **National** reduced from 4c to 1.3c
- Evening rate for **Mobile** reduced from 14.64c to 10c

Day	Evening & Weekend
	IE Fixed
	IE Mobile

One Rate
Europe Zone 1
Europe Zone 2
UK, USA & Canada
Central America & Argentina
Oceania
Middle East & South Africa
Asia
Rest of the World
Immarsat
Skyphone

Highlights

- 99% of UPC Broadband customers to be on speeds of 20Mb or higher
- Remaining 1% of broadband customers being upgraded to 12Mb
- Over 85% of UPC's broadband customers to receive speed upgrades in next two months
- UPC doubles download cap from 250Gb to 500Gb
- Simplification of phone packages to provide clear consumer choice.

FOR FURTHER INFORMATION:

David O'Siochain/Angie Grant
Pembroke Communications
01 649 6322 / 01 649 6345
upc@pembrokecomms.ie

About UPC Fibre Power

UPC broadband is made available using the next generation cable broadband standard Docsis 3.0. Docsis 3.0 allows ultra fast speed communications over the existing HFC (hybrid fibre-coaxial) cable networks, up to five times faster than ADSL's theoretical maximum. UPC's ability to offer higher speeds and services such as HD and Video on Demand is underpinned by the capability of its hybrid fibre coaxial network. UPC has now completed the Fibre Power upgrade to ½ million homes, typically bringing fibre to within 300 metres of the customer's home.

UPC Ireland is the leading cable television operator providing video, broadband internet and digital (VoIP) telephony services in Ireland. UPC offers more than half a million customers in Ireland access to the world of television, including 385,900 who have switched to digital television. UPC has 214,900 broadband subscribers and 108,900 digital telephone subscribers (as of 31 March 2011). The company is driven by its vision that this amazing but often complex digital world should be for everyone. UPC Ireland is a subsidiary of Liberty Global, Inc., the leading international cable operator with 18 million customers across 14 countries. For more information, please visit www.upc.ie