



UPC Ireland conducts first LIVE triple play trial with Digiweb

Ireland, Thursday 21st August 2008 - UPC Ireland, parent company of Chorus ntl along with Digiweb is conducting a joint pilot marketing campaign targeting homes across North County Dublin. For the first time, consumers in this area are able to receive a bundled package from both providers to include Digital TV, Phone and high speed Broadband for just €49.95 euros per month.

This concept was conceived at the recent *alternative broadband conference* (held in the Westin hotel in July), in when both parties promoted leveraging infrastructure investments to create opportunities which ultimately benefit consumers.

Colm Piercy, CEO of Digiweb said that independent networks and *coopetition* amongst key industry players is critical to stimulate growth of digital communications which both helps local economies and delivers innovative new services for consumers across Ireland.

“Digiweb brings a wealth of experience to this trial to include our high speed mobile broadband with speeds of up to 5.3Mbps and a regular phone service. We’re eager to provide fast, secure internet access with an easy plug and play service to suit all entertainment and communication requirements in the home.”

The pilot commences from Monday 25th August spanning across homes in Fingal North County Dublin. To promote the new service a dedicated marketing campaign starts the same week to promote the pilot.

Robert Dunn, CEO of UPC Ireland said that promoting new solutions to support next generation high-bandwidth services for the digital generation of consumers is key is creating Ireland’s knowledge based economy.

“UPC is delivering digital TV as part of the pack. We have included our new digital value pack which includes 41 TV channels plus over 30 radio channels. As we continue to convert more customers to Digital TV, this pilot will act as a further catalyst to broaden the adoption of digital services using solutions provided by both parties to make it simple and easy to make the switch.”

Additional notes:

The Pack

Digital TV is supplied as part of the deal through UPC Ireland. The pack contains 41 TV channels to include (RTE One, RTE 2, TV3, TG4, Setanta Ireland, BBC 1 & 2, UTV, Channel 4, Living TV, UKTV Gold, Discovery, Cbeebies, Sky Sports News & much more. Plus over 30 radio channels.)

High speed broadband with speeds of up to 5.3Mb and phone service will be supplied by Digiweb. In addition the pack includes free calls between customers, option to migrate your existing phone number, and includes a Free Home Wireless Router for all customers.

The total cost of this pack €49.95

The Savings

In total a saving on annual household bills of over € 432 comprising

- Save €132 on TV with Digital value pack compared to Sky
- Save up to €300 a year compared to eircom as no landline is required and save up to 85% on calls compared to eircom

Contact number

For information or to order call 1800 931 994

About UPC Broadband

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.

For more information on UPC please visit www.upc.ie

About Digiweb

Digiweb Ltd is one of Ireland's leading Telecoms and Internet Services Providers, offering Wireless and Fixed Broadband, Telephony, and Web Hosting services. Digiweb is 100% Irish owned and run, employing 180 staff in Dublin, Dundalk, Waterford and Limerick.

Digiweb was the 2007 Irish Telecommunications Company of the Year, and 2007 Irish ICT Company of the Year, and has been ranked by Deloitte in the Top 3 fastest growing companies in Ireland for each of the last 3 years. Digiweb has also been ranked within the Top 100 companies by Deloitte for the past 3 years in Europe, Middle East and Africa.

For more information on Digiweb please visit www.digiweb.ie