

Press Release

All 48 Rugby World Cup Games available to UPC Customers with Setanta Sports

Games to also be broadcast in HD

Sports fans should get ready for an action packed Autumn of sport with the Premier League due to kick off this weekend and the Rugby World Cup just around the corner. To make you don't miss out on any of the action UPC has some great value sports subscription offers available to both new and existing customers.

From today until the end of October 2011, UPC is offering Setanta Sports 1 for free to new customers for two months followed by two months at just €9.99 per month.* Existing UPC customers can also avail of Setanta Sports 1 for two months at just €9.99*.

This September Setanta Sports will be broadcasting all 48 Rugby World Cup games. The seventh Rugby World Cup gets underway in Auckland on September 9th as tournament favourites the mighty All Blacks kick off their campaign against Tonga. Ireland's opening fixture is against Eddie O'Sullivan's USA on September 11th and Declan Kidney's men then face Australia, Russia and Italy in their other Pool C fixtures.

With the tournament taking place in New Zealand, the starting time of the matches are scheduled for early morning Irish time but you can record all the games on your UPC Digital TV box if you fancy a lie in but don't want to miss any of the action. Games will also be broadcast on Setanta HD so all UPC Digital HD customers will also be able to experience the Rugby World Cup for the first time in high definition.

Head of TV, UPC, Simon Kelehan, commented, *"A real sense of excitement is beginning to build about RWC2011. We have some world class players in our side with the likes of O'Driscoll, Heaslip, Bowe and O'Brien all capable of performing at the highest level.*

Setanta Sports has put together a great team of commentators and analysts to give you an armchair ride throughout the tournament and with all 48 games being broadcast rugby lovers couldn't ask for more."

Ireland's Pool C Games

Sunday 11th September, 2011: IRELAND v USA, New Plymouth 07.00am (Irish Time)

Saturday 17th September, 2011: AUSTRALIA v IRELAND, Auckland 09.30am (Irish Time)

Sunday 25th September, 2011: IRELAND v RUSSIA, Rotorua, 06.00am (Irish Time)

Sunday 2nd October, 2011: IRELAND v ITALY, Dunedin, 08.30am (Irish Time)

Select Pool Games

Saturday 10th September, 2011: ARGENTINA v ENGLAND, Dunedin, 09.30am (Irish Time)

Sunday 11th September, 2011: SOUTH AFRICA v WALES, Wellington, 09.30am (Irish Time)

Saturday 24th September, 2011: NEW ZEALAND v FRANCE, Auckland, 09.30am (Irish Time)

Saturday 1st October, 2011: ENGLAND v SCOTLAND, Auckland, 08.30am **(Irish Time)**

Sunday 2nd October, 2011: WALES v FIJI, Hamilton, 06.00am **(Irish Time)**

*€15 per month hereafter

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 384,600 who have switched to digital television. UPC has 224,800 broadband subscribers and 121,200 digital telephone subscribers (as of 30 June 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