



Note to Liberty Global's Q1 2011 Results

UPC sees record growth in Q1 2011

UPC to cement broadband superiority in H2 2011

Ireland, 5th May 2011 – Home entertainment and communications company UPC Ireland today announced record results for Q1 2011 and its plans to cement its broadband superiority in the Irish market.

UPC's Q1 2011 results show an 11% growth in total service subscriptions when compared with the same period last year. UPC currently has 811,700 service subscriptions with strong growth in all three of its core products, Digital TV, Broadband and Home Phone.

Recently appointed CEO of UPC Ireland, Dana Strong commented, *"UPC Ireland had record growth in the first quarter of this year, with total subscriptions up 26,000 in the quarter. Broadband and Voice growth continues to be particularly strong at 34% and 58% up respectively year on year. We are also pleased to see cable video growth for the second successive quarter.*

Our new acquisition campaign, launched in January, with our all in one bundle of Digital TV, Phone and 20Mb Fibrepower Broadband for €65 clearly resonated with Irish consumers. Offering twice the broadband speed for the same or lower price than the alternative providers prompted increased switching for consumers. Our growth in the first quarter shows that Irish customers are seeking better value and choosing UPC."

UPC also affirmed its commitment to redefining the Irish broadband market by introducing 25Mb as the standard entry level speed for its customers. The 25Mb product is triple the industry standard entry level offered by other ISPs operating in Ireland.

Strong commented further, *"Building on our strategy's success, today we are announcing further significant improvements to our product line up securing our superiority over all other providers with even faster speeds and better value. From May 9th our entry bundle will be improved to offer Digital TV, Phone and 25Mb Fibrepower Broadband for just €60. This means UPC's entry bundles now start at speeds that other providers can't match. Irish consumers can triple their broadband speed for the same or less than they pay today when they switch to UPC."*

“In addition, to meet the demand we are seeing from our customers for even faster speeds we are also launching new triple play bundles including 50Mb for just €65 and 100Mb for just €85 a month. Taken together we believe these moves will re-define the broadband market in Ireland and revolutionise consumer choice.”

UPC has invested over €400 million in their Fibre Power network and the recent network upgrade with the Docsis 3.0 software has enabled UPC to roll out these unprecedented broadband speeds to over 500,000 homes across the country. The new broadband packages will be available from May 9th 2011.

UPC Bundle packages (Digital TV, Fibre Power Broadband & 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 DVR	Select Extra DVR	Max DVR
Voice	Freetime World	Freetime World	Freetime World
Bundle Price	€60	€65	€75

UPC customers will also have the option to double their broadband package 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.

UPC Q1 2011 Results Overview

General Overview year on year

811,700 number of service subscriptions

11% year on year growth

Broadband year on year

214,900 Broadband customers

34% increase in Broadband subscriptions

Phone year on year

108,900 Phone customers

58% growth in Home Phone subscriptions

Digital TV year on year

385,900 Digital TV customers

7% year on year growth

ADDITIONAL COMMENTS ON CUSTOMER MOVEMENT**Fibre Power Broadband**

“The growth in subscribers for our Fibre Power broadband services accelerated and achieved 54,900 net additions.

“At the end of the quarter, UPC reported 214,900 subscribers representing growth of 34% [year on year](#).”

Digital Home Entertainment

“We grew our digital TV base by 26,700 to end the quarter with 385,900 subscribers representing a 7% growth level year on year.”

Home phone

“We have seen a huge demand for our home phone service and our customers now have real choice and are increasingly attracted by the tremendous value of our telephone product in the market place. There was an increase of 40,000 subscriptions and growth rate of 58% [year on year](#), as more people switched to UPC to end the quarter with 108,900 phone customers.”

ENDS