

## **UPC Delivers early Christmas Present to TV Viewers**

### **ITV 2, 3 & 4 relaunch on UPC in time for Christmas**

**Ireland, December 20<sup>th</sup>, 2011: UPC, the home of entertainment, today announced a bonus Christmas present for UPC subscribers with the relaunch of ITV 2, 3 and 4 to the UPC line up - offering greater choice and variety to UPC customers this Christmas.**

UPC customers will be able to see all the antics of the *TOWIE* (The Only Way is Essex) crew this Christmas and get all the celebrity gossip from Keith Moon, Holly Willoughby and Fearne Cotton on *Celebrity Juice* on ITV 2. Other ITV 2 favourites include *Gossip Girl* and *The Vampire Diaries*.

Switching over to ITV 3 brings all the classic crime drama you can handle with *Heartbeat*, *Taggart* & *Inspector Morse* while ITV 4 offers a host of great action movies and is also the home of ITV Sport.

The returning ITV channels will all be included in the basic UPC Digital TV package.

Simon Kelehan head of TV of UPC commented, "We are delighted to be able to bring back the ITV channels and offer our customers so much choice and quality across our expanded entertainment line up. Today's announcement is just the beginning and we plan to continue to invest in popular content which is at the heart of our TV strategy."