



## **UPC invests €15 Million Euro's to deliver Fibre Power to six major towns**

*Sligo, Mullingar, Athlone, Newbridge, Carlow & Portlaoise to benefit from investment*

**Ireland, 31 May 2010 – Home entertainment and communications company UPC today announced the Launch of its Fibre Power Network in six regional towns - Sligo, Mullingar, Athlone, Newbridge, Carlow and Portlaoise.**

A total investment of €15million euro is enabling these regional towns to receive the full menu of services to include Fibre Power Broadband, Home Phone and HD Digital + TV all over one Fibre Power cable in one simple affordable package.

- Superfast home Broadband speeds in Ireland, up to 30Mb
- HD Digital + TV service, with all the channels & features you can imagine
- Freedom from Eircom line rental with our liberating Home Phone service

### **Mark Coan Sales & Marketing Director of UPC Ireland said:**

“Our investment in upgrading these six towns to our Fibre Powered network will bring our next generation services to an additional 45,000 homes, making our full suite of Fibre Powered services available to 550K homes. This is the completion of a three year investment programme in these six towns which has seen us completely overhaul and re-build the cable networks investing in total well over fifteen million Euro's.”

“Access to reliable, affordable high speed Broadband and advanced Digital TV is critical for communities right across Ireland and our launch today gives these communities access to the most advanced future proofed network in Ireland.”

### **Additional Services available**

The launch today makes High Definition TV available in these six towns for the first time for just €25.75 a month and makes available over 60 new Digital TV & Radio channels to now reach over 190 including for the first time ITV3, ITV4, FX, Hallmark and Sky Arts.

HD channels include BBC HD (including the world cup in HD), Discovery HD, National Geographic HD, NG Wild HD, Eurosport HD ESPN HD, Biography HD, History HD, Crime & Investigation HD, Disney Cinemagic HD

### **Roll Out Schedule**

Sligo	8K	complete
Mullingar	7K	complete
Newbridge	7K	31st May
Athlone	7k	8th June
Carlow	9K	15th June
Portlaoise	7k	22nd June

### **About UPC**

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 13 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 employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit [www.upc.ie](http://www.upc.ie)