

Press Release



Welcome to the World of UPC

Opening a world of difference with a 100Mb Broadband in your home

Ireland, 04 May 2010 – Chorus ntl officially evolves into UPC in Ireland from today and pledges to open the digital world to everyone by delivering life changing entertainment and communication services.

UPC has invested over 1/3rd of a billion euros making our network fibre powered, giving over 1/3rd of all homes in Ireland access to our future proof Fibrepower products. To mark our evolution into this new kind of company UPC are pleased to announce the launch of our new 100Mb Fibre Power Broadband service.

This means Broadband, Home Phone and HD Digital + TV all over one Fibre Power cable in one simple affordable package

- The fastest home Broadband speeds in Ireland, up to an **incredible 100Mb**
- The best HD Digital + TV service, with all the features you can imagine
- Freedom from Eircom line rental with our liberating Home Phone service

Under our new brand we will continue to invest, improve and build on our future proof Fibre Power network to bring the most exciting products and the best service possible to the Irish consumer.

Mark Coan sales and marketing director said:

“Today’s re-branding to UPC is about much more than a name change. It signifies our evolution into a new kind of company. Although we are by no means finished, we are confident that our 1/3rd of a Billion Euro investment in our service, products and networks has already made this change real for many Irish consumers.

“That’s why I’m delighted to be able to announce the launch of our 100Mb Fibre Power Broadband home service in the late summer. A product that revolutionises the residential Broadband market in Ireland, by providing Broadband speeds that our competitors can’t hope to match. We’ve barely scratched the surface of what’s possible with our fibre powered network and we will continue to

deliver new ways to open up the Digital world for Irish consumers. We're proud to be leading the country's superfast broadband evolution.

"It is also fitting to introduce Craig Doyle as the new face of UPC. Craig will be key in communicating how people can use and benefit from these exciting products in their daily lives."

Fibrepower 100Mb Broadband

The 100Mb service will initially be available to over a 1/3rd of a million homes in Dublin, Limerick and Cork from August 2010. Availability of the service will be expanded with the continued upgrade of UPC's network, with availability to over 700,000 cabled homes by 2011. UPC already provides Fibre Power Broadband speeds of up to 30Mb to over 150,000 customers and is the fastest growing fixed Broadband provider in Ireland.

Re-Brand Campaign

To communicate the evolution of the brand and company to UPC a major new marketing campaign will commence on the 4th of May. Craig Doyle will front all marketing activities and is already a household name after presenting the BBC's holiday show and is currently hosting the Craig Doyle show on Saturday Nights on RTE. Craig will be the new face of UPC and will be a key element in communicating how UPC has changed and how UPC's products and services will help change the way Irish consumers live.

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