

Press Release



UPC Broadband concentrates its DTH activities

Amsterdam/Luxembourg, February 22, 2010 - UPC Broadband will consolidate its European Direct-To-Home (DTH) business, in order to drive efficiencies and opportunities to expand the business and services provided to customers. As a result it has centralized its activities in a new company, UPC DTH S.a.r.l. based in Luxembourg, the satellite capital of Europe. This consolidation coincides with a recent agreement for a long term satellite position and transponder capacity with Norwegian partner Telenor (moving UPC Direct to the Thor 5 and 6 satellites) and an agreement with SES Astra Techcom for state-of-the-art uplink services from SES Astra's home base in Betzdorf, Luxembourg. An enhanced product portfolio will become available for UPC Direct customers during 2010, including more channels and HD services.

The consolidation will combine UPC Direct's activities in Hungary, the Czech Republic and Slovakia, as well as UPC's FocusSat activities in Romania with a minimum of impact for customers. Due to the aforementioned move of UPC Direct to Thor 5 and 6, UPC has prepared a detailed transfer plan for its customers in Hungary, the Czech Republic and Slovakia, that also includes attractive offers and an enriched channel line-up. Full service 'at home' support will be provided to customers in these countries in order to have their dishes turned to the Thor satellite position, starting from May. Customers will be contacted in due course.

About UPC Broadband

UPC Broadband (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 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.

For further information, please contact:

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