

## IRISH TAOISEACH, BERTIE AHERN, LAUNCHES THE CHELLO FOUNDATION

Cape Town, January 14 2008

The Taoiseach of Ireland, Mr Bertie Ahern, today launched the Chello Foundation, a new international charitable organization, backed by television company Chellomedia, with a focus on providing educational scholarships for AIDs orphans in Sub-Saharan Africa.

Chellomedia is the European television content division of international media company Liberty Global, Inc. Liberty Global is also a significant investor in the Irish telecommunications sector through its wholly owned subsidiaries NTL and Chorus.

It is estimated by the U.N. that there are already more than 12 million AIDs orphans in Sub-Saharan Africa, which is expected to rise to 16 million by 2010.

The Foundation has already commenced work in the Bondo district of Kenya, an area that is characterized by high levels of poverty and an HIV prevalence rate twice the Kenyan national average. The Foundation is providing educational scholarships for 85 children in Bondo. The scholarship will last for the duration of each child's primary or secondary level education. The Foundation is working with World Voices Positive, a CBO based in Bondo, to deliver the programme locally, including identifying the beneficiaries and carefully monitoring the programme to ensure its maximum effectiveness.

The Chello Foundation is in the process of expanding the educational scholarship programme to other regions within Kenya and to other countries within Sub-Saharan Africa, including South Africa.

Speaking at the launch today in Cape Town, Mr. Ahern said the Chello Foundation was a very welcome development. 'Irish people have always believed in the power of education and it has been a key instrument in the development and prosperity of Ireland; the Chello Foundation is taking that Irish instinct for education and using it in a very positive way in Africa.'

Shane O'Neill, President of Chellomedia and Chief Strategy Officer of Liberty Global said "The AIDs orphans crisis is clearly an urgent social issue; we believe that funding educational scholarships is the best social investment we can make to provide a brighter future for the children affected by this crisis. "

Mike Fries, Chief Executive of Liberty Global, Inc. commented: "I am personally very proud of this initiative from Chellomedia and the focus they have given to this very urgent social issue. The team has our full support to make this happen and bring about positive change in the lives of children devastated by a decade of HIV/AIDs."

The launch was also attended by Minister Micheal Kitt, the Irish Minister for Overseas Development, and the Irish Government delegation which is on a trade and aid mission to South Africa.

Ends

## Contact details

For additional information please contact:

Financial Dynamics

Priscillia Singh, FD Cape Town

+27 21 487 9018 / 082 852 2428

priscilla.singh@fd.com

Helen Thomas, FD London

+44 (0)20 7267 7284

helen.thomas@fd.com

Liberty Global, Bert Holtkamp, Director of Corporate Communications

+31 (0)20 77 89800

bholtkamp@lgi.com

## Editor's Notes

### ***About the Chello Foundation***

The Chello Foundation is an international charity dedicated to the relief of poverty and suffering, and with a specific remit to provide educational scholarships for AIDS orphans in sub Saharan Africa; the Foundation operates a Grants Policy details of which are available from Chellomedia.

For further details, please contact: [selkington@chellomedia.com](mailto:selkington@chellomedia.com)

### ***About WVP(World Voices Positive)***

World Voices Positive is a youth-focused Community Based Organisation that works through local groups in Bondo district, Kenya. WVP has been active in Bondo since 2006 and is registered with the Charity Commission in the UK and the Department of Social Services in Kenya.

With culturally appropriate socio-economic and health enhancing activities, WVP builds sustainable futures for orphans, vulnerable children and communities that have been affected by HIV/AIDS and poverty. The organization has initiated a number of programmes including the provision of scholarships, youth sports programmes, and community capacity building through cash transfers. WVP is a leading social protection agent in Bondo district, Kenya.

### ***About Chellomedia***

Chellomedia, the European content division of Liberty Global, Inc. is a leading international media company & distributor of channels, content and video services. The division's operating companies and business units, currently own and operate 27 branded TV channels and run a suite of digital, On Demand and broadband services in Europe. The aggregate subscriber base of the channels and its feeds reach 200 million homes. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as JimJam, the leading international pre-school channel, Zone Reality, Zone Horror and the Extreme Sports Channel and regionally in Iberia through Chello Multicanal, in the Benelux, where Chello Benelux operates the premium sports and movie channels Sport1 & Film1, and in Chello Central Europe where the bouquet includes Sport 1&2, the leading childrens channel, Minimax and the joint venture channel MGM.

### ***About Liberty Global, Inc.***

Liberty Global is the leading international cable operator offering advanced video, voice and broadband Internet services to connect its customers to the world of entertainment, communications and information. As of September 30, 2007, Liberty Global operated state-of-the-art broadband communications networks that served approximately 16 million customers across 17 countries principally located in Europe, Japan, Chile, and Australia. Liberty Global's operations also include significant media and programming businesses such as Chellomedia in Europe.