

Brand Refresh for Chello Central Europe Channel Bouquet

Budapest, October 6th 2008: Chellomedia, the European content division of Liberty Global, today unveiled new branding for four of its Central European thematic channels- DIY channel, *TV Deko*, movie channel, *Filmmuzeum*, and the sports channels, *Sport1&2*. The rebranding will come into immediate effect and incorporate new identities and logos designed to reflect more truly the dynamic nature of the channels and their audiences.

TV Deko, renamed *Deko* with a bright yellow logo, will better reflect the DNA of the channel that is aspirational, fresh and contemporary; a step forward from an instructional nuts & bolts channel.

At the heart of *Filmmuzeum's* new branding is a playful logo inspired by Saul Bass. The channel will retain its existing programming but be expanded to include programming which will draw on the unique memories and experiences of its audience.

Sports channels, *Sport1&2*, have also been rebranded. The new brands carry the same look and feel as that of Chellomedia's premium sports channel in the Netherlands, *Sport1*. The uniform look seeks to continue to build a powerful Pan-European premium sports brand.

Speaking about the rebrand project, Mike Moriarty, Managing Director Chello Central Europe said: "We have built a significant channel portfolio over the last few years and are now investing significantly in the brands, logos and on-air look and feel. This is an exciting market place and we want to ensure that each of our channel brands continues to connect with its audience and fans. It is important that every part of our output evolves and innovates to keep pace with our audience. We are delighted that we have been able to deliver much of the concept, design, animation and implementation from within the Chellomedia group."

TV Deko, TV Paprika and Filmmuzeum were acquired from their respective local founders in October 2007. The recent addition of the documentary channel, Spektrum, brings Chello Central Europe's portfolio of channels to a total of seven in the region. The portfolio already includes Minimax, Sport1&2, also acquired earlier in 2007 and 2006 respectively, as well as the MGM channel which is a joint-venture. The new channels illustrate Chellomedia's focus on thematic television in the key areas of lifestyle, movies & entertainment.

Ends

Notes to Editors:

- All creative concepts have been developed by Dean Stockton, Senior Creative Director at Chellomedia.
- Animation has been created and developed by Chello Creative, part of Chellomedia's business unit Chello On Demand.
- Print work has been developed by Chellomedia's Central Europe
- New logos attached

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 26 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 220 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 portfolio includes Sport 1&2, the leading children's channel, Minimax and the joint venture channel MGM.

*Consolidated (185 million) and non consolidated (35 million) channels, multiplexes and feeds.

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