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New look for Chellomedia as it refreshes and rationalises its business brands

London, October 3rd 2007 - Chellomedia, the European content division of Liberty Global, Inc., today announced a new brand identity for itself, and its operating companies and business units.

From October, Chellomedia's operating companies and business units will use 'Chello' in the business name, followed by a clear designation of function or region. Additionally, where there is a strong case, the heritage of an acquired company may also be incorporated.

The new look is inspired by one of its existing companies and will roll out across its business units and operating companies in the coming months.

Shane O'Neill the President of Chellomedia said, "Our dynamic growth in the last two years created a set of fragmented business brands and we needed to rationalise. By creating a common identity for all our businesses, we are paving the way for future growth in new territories. Our newly harmonised brands and business strategy unites our business units and stems across the world and provides a clear umbrella for our diverse and dynamic portfolio of TV channels, which remain unchanged under the re-branding and continue to thrive with television audiences".

The new look will roll out across the Chellomedia group in the coming months. Under the plan, the six business units will become Chello Interactive, Chello On Demand, Chello Multicanal, Chello Zone, Chello Central Europe and Chello Benelux. Chello Zone (formerly Zonemedia) will be the first to launch its new designation in October. The other business units will rebrand throughout October and November.

Chellomedia has undertaken a series of channel deals in the last 18 months which have resulted in the group now owning and running a portfolio of 27 TV channels: the recent deals include the acquisition of Sport1Hungary, the consolidation of the remaining 50% of Minimax, the integration of Documania by Odisea in Spain, the acquisition of JimJam and the launch of the international joint venture with HiT Entertainment

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 188 million homes. Chellomedia focuses its TV channel business globally through its 100% owned and operating company Chello Zone via channels such as 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, Minimax and the joint venture channel MGM.

About Liberty Global

Liberty Global, Inc. (NASDAQ: LBTYA, LBTYB and LBTYK) 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 June 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.

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