

London & Lisbon
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- **CHELLO MULTICANAL AND ZON MULTIMEDIA ESTABLISH JOINT VENTURE IN PORTUGAL FOR THE PRODUCTION OF PAY TV CHANNELS**
- **LAUNCH OF NEW CHILDREN'S CHANNEL PANDA BIGGS**

Chello Multicanal and ZON Multimédia announced today a strategic partnership for the production, marketing and distribution of children's, movie and entertainment channels in Portugal and Portuguese-speaking Africa.

The new company, Dreamia – Serviços de Televisão, S.A., equally owned by the partners, has been incorporated in Lisbon and extends the successful relationship between Zon and Chello Multicanal. Eduardo Zulueta, MD of Chello Multicanal, will be the JV's Chairman, and Antunes João, CEO of Zon Lusomundo Audiovisuais, will serve as its CEO.

The venture will draw on Zon's extensive knowledge of the Portuguese Pay TV market and its long-term experience in Pay TV distribution, ad sales and rights negotiation. Coupled with Chello Multicanal's leading position as a producer of thematic TV channels in the Spanish and Portuguese markets, the partnership will offer a compelling and comprehensive range of high-quality channels dedicated to and specifically designed for the Portuguese-speaking audience.



The JV partners and Dreamia also announced today that they will launch a new youth channel targeted at pre-teens (8 to 14 years old), under the brand name of **Panda Biggs**.

This new channel will build on Panda's expertise in children's TV to offer a lively and contemporary experience to an age group accustomed to and participating in and interacting with TV and other media. Animation, drama series, and in-house productions featuring reports on music, sports, and trends, will serve as the foundation of the channels schedule alongside renowned international acquisitions such as Blue Dragon and Digimon Tamers.

The channel will benefit from a significant percentage of in-house and local production, which will reflect the lives of Portuguese children, their interests and their educational development. In so doing, Dreamia hopes to strengthen the channel's proposition and children's identification with it, while contributing towards the development of the Portuguese audiovisual market.

Following the launch of this new Channel, Dreamia SA will produce and broadcast four TV channels: Panda, Panda Biggs, Hollywood, and MOV.

Panda has been distributed in Portugal since 1996 and has established itself as the market leader in children's TV in terms of both brand recognition and audience share.

Canal Panda will retain its core attributes as being the fun and safe destination for children, with an increased focus on the 3-7 year old age group.

Hollywood will continue to be the leading movie channel, programmed for the whole family, with a wide audience appeal and offering the best selection of American studio movies and offering a choice of genres from kids, action, comedy and drama.

MOV, the movies and series channel previously produced by ZON, will refocus its programming to target a predominantly male audience with a variety of edgy sci-fi, horror, and action series and films. MOV will be available in both in SD and HD.

Chello Multicanal will resell the channels on behalf of Dreamia SA in Portugal, and Zon will act as the reseller in Portuguese-speaking Africa for MOV, Hollywood, Panda and Panda Biggs.

All channels will be made available on a non exclusive basis to all platforms in the targeted territories.

Antunes João, CEO of Zon Lusomundo Audiovisuais, said: 'We are dedicated to ensuring the supply of good channels for the Portuguese and Portuguese-speaking African markets, and believe this partnership will serve the viewers well by extending the choice and range of channels on offer'.

Eduardo Zulueta, Managing Director of Chello Multicanal, said: "Zon has been an excellent distribution partner for us and we are delighted to have set up this new venture which will allow us to further develop our business in the region and continue to provide Portuguese speaking viewers with high quality family entertainment'.

About ZON Multimédia

ZON Multimédia is a company listed in the PSI20 Index. ZON is the market leader in Pay TV and Triple Play in Portugal, a group that provides telecommunications and entertainment services over its several infrastructures, namely, the largest fibre based network in the country, a digital satellite platform and over 200 cinema screens. With over 1.6 million Pay TV subscribers and over 600 thousand Broadband and 529 thousand Fixed Voice customers, the company has recently launched a Mobile Voice and Broadband offer, which in its first year has already reached 54 thousand subscribers. Additionally, ZON Multimédia also leads the cinema content distribution and exhibition markets, through its subsidiary ZON Lusomundo. www.zon.pt.

About Chello Multicanal

Chello Multicanal is the leading independent producer of thematic television channels in the Iberian market (Spain, Portugal), operating eight channels which reach six million households. Its TV brands include Canal Panda, Canal Hollywood, Canal Cocina, Sol Musica, Odisea and Decasa. It also operates a joint venture with AETN- HISTORIA and BIO. (Chellomedia operates its business in Spain & Portugal as Multicanal Iberia S.L.U and Iberian Program Services CV). Chello Multicanal is a Business Unit of Chellomedia, a leading international media company and the European content division of Liberty Global, Inc. www.chellomulticanal.com

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 248 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 children's channel- Minimax, documentary channel-Spektrum and the joint venture channel MGM.

*Consolidated (202 million) and non consolidated (46 million) channels, multiplexes and feeds.

*Chello Multicanal is the regional name of Iberian Programming Service (IPS) which is 100% owned by Chellomedia www.chellomedia.com

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 September 30th 2009, Liberty Global operated state-of-the-art broadband communications networks that served approximately 17 million customers across 14 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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