

## PRESS RELEASE

### **Chellomedia acquires remaining 50% of Minimax**

London, June 7<sup>th</sup> 2007 - Chellomedia, the European content division of Liberty Global, Inc. has consolidated its long standing investment in Minimax by acquiring the remaining 50 per cent of the channel. Chellomedia has held a 50 per cent investment in this leading children's channel since 2004 as part of its TV investment portfolio in the Central & East European region. As a result of the consolidation of Minimax the channel will become part of Chellomedia Central Europe's TV business, which also includes the Sport1 and Sport2 channels for the region and a joint venture with MGM.

Minimax is produced, scheduled and broadcast through local language feeds for Hungary, the Czech and Slovak Republics, Romania, Croatia, Serbia, Bosnia and Herzegovina, Macedonia, and Montenegro. It is the leading children's channel in the region with a target audience of 2-12 years old. The channel has an established reputation for programming high quality non-violent entertainment and educational programming. Programmes include THOMAS & FRIENDS, PINGU, MAKE WAY FOR NODDY, PLAY WITH ME SESAME, MAYA & MIGUEL, and BIBI BLOCKSBERG. The channel also has a strong track record in local production combined with a significant web presence.

Mike Moriarty, Managing Director of Chellomedia, Central Europe said: 'We have been delighted with the performance of the channel led by the management team of Minimax and we welcome them fully into the Chellomedia family'.

#### **About Chellomedia**

**Chellomedia** is the Europe-based content division of Liberty Global and a leading international provider and distributor of TV channels, content and digital services. It currently owns and operates TV and content businesses which comprise a portfolio of 22 TV brands as well as a suite of digital services (On Demand and Interactive Services). These brands are managed and distributed through 47 feeds and multiplexes and reach 187 million households worldwide in more than 120 countries.

Chellomedia has a strong focus on thematic TV channels, rights aggregation, channel distribution and channel sales & marketing as well as on-demand services, new media and broadband Internet content. The division has significantly developed its business and revenues through both M&A, as well as organic growth. A number of the channels are distributed globally such as Zone Reality & the Extreme Sports Channel, whilst some other channels are developed and managed specifically for regional TV markets such as the premium movie and sports bouquet Film1 and Sport1 for the Benelux markets.



### **About Liberty Global**

**Liberty Global** is the leading international cable operator offering advanced video, voice and Internet-access services to connect its customers to the world of entertainment, communications and information. As of March 31, 2007, Liberty Global operated state-of-the-art broadband communications networks that served approximately 16 million customers in 17 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant media and programming businesses such as Jupiter TV in Japan and Chellomedia in Europe.

### **Notes to Editors:**

Mike Moriarty previously ran Chellomedia's Investments Portfolio; in 2006 he took up a new role to head up Chellomedia's operations in the Central Europe region.

For further information, please contact:

Chellomedia, Communications  
Bert Holtkamp  
+31 (0)20 77 89800  
BHoltkamp@lgi.com