

PRESS RELEASE

CHELLOMEDIA CONSOLIDATES ADVERTISING SALES BUSINESS IN CENTRAL EUROPE AND EXTENDS ROLE OF MANAGING DIRECTOR OF AT MEDIA

London, August 6th 2007- Mike Moriarty, Managing Director of Chellomedia, Central Europe announced today a consolidation of the thematic channel advertising sales business in Central Europe, and has extended Marcin Boroszko's role to include Director of Advertising Sales, Chellomedia, Central Europe.

In his extended role, Marcin Boroszko, the Managing Director of At Media, Chellomedia's Warsaw based advertising sales representation business, will oversee and drive advertising sales revenues for Chellomedia's Central European TV assets. He will also begin the expansion of At Media's business throughout the region.

'The increased role for Marcin in Central Europe represents a natural step for At Media and our own thematic TV channels which are achieving healthy distribution and delivering clear demographics for advertisers seeking both in territory, national and pan Regional reach'
commented Mike Moriarty.

At Media was acquired in 1999 as part of the acquisition of At Entertainment; Marcin has been its Managing Director since 1999 and has successfully developed the business into the leading independent sales house in Poland, counting a portfolio of 28 TV brands as its clients.

Chellomedia Central Europe has significantly increased its owned and operated TV assets in the region in the last 12 months; these now include Minimax , the leading thematic children's channel and Sport1 & 2, the premium sports channels; all channels have significant distribution throughout the region, particularly in Hungary, Romania, the Czech Republic and Slovakia.

Marcin Boroszko's new role takes place with immediate effect.

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 23 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 187 TV households Chellomedia runs its TV channel business globally through its 100% owned and operating company Zonemedia via channels such as ZoneReality, ZoneHorror and the Extreme Sports Channel and regionally in Iberia through Multicanal, in the Benelux, where Chellomedia owns and operates the premium sports and movie



bouquet of channels, Sport1 & Film1, and in Central Europe via Sport 1, Minimax and through the joint venture MGM Central Europe.

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 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 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.

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