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Chellomedia Bags Five Awards at Promax World Gold Competition 2008

London, June 24 2008 – Chellomedia, the European content division of Liberty Global, bagged five awards for its creativity at the Promax World Gold Competition held in New York last week. Two gold awards were clinched by Chellomedia's Spain based business unit, Chello Multicanal, while one gold, one silver and a bronze award was collected by the London based business unit, Chello Zone, in the following categories:

GOLD Adult Programming Spot (single)

Sex in the Bush, Odisea- documentary channel by Chello Multicanal

GOLD Stunt Promotion—On-Air Only (single or multiple)

Ladies, Odisea- documentary channel by Chello Multicanal

GOLD Interstitial/Advertiser Integration/ Programme Wraps (multiple)

Extreme Marines, Extreme Sports Channel- youth sports channel by Chello Zone

SILVER Music Package/Post Score or Instrumental Theme with or without Vocals

Soap opera promo, Zone Romantica- high drama telenovelas, music and entertainment channel by Chello Zone.

BRONZE Adult Programming Spot Bronze

Jerry Springer promo, Zone Club- lifestyle channel for women by Chello Zone.

All award winning entries were produced in-house by highly talented creative teams.

Niall Curran, the COO of Chellomedia said: "We are delighted to have received these honours at the prestigious Promax Awards. This recognition is largely reflective of Chellomedia's breadth of skills and its commitment towards achieving the best in creativity for its channel brands and the audiences.'

Promax Awards are regarded as the most prestigious for excellence in the industry and are recognition of creativity, quality and ingenuity.

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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 216 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 and the joint venture channel MGM.

*Consolidated (182 million) and non consolidated (34 million) channels, multiplexes and feeds.

About Liberty Global

Liberty Global 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 March 31, 2008, Liberty Global operated state-of-the-art networks that served approximately 16 million customers across 15 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

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