

Chellomedia appoints Levente Malnay, Managing Director, Chello Central Europe

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Chellomedia announced today the appointment of Levente Malnay as Managing Director, Chello Central Europe.

Levente Malnay who takes up the post on December 1st 2009 will be responsible for the management and onward development of the Chello Central Europe channel portfolio which now comprises 11 channels, with a combined distribution footprint of 46 million, across the region. Levente Malnay will report into Mike Moriarty, Managing Director Chellomedia, Central Europe.

Malnay was previously VP, MTV Networks Emerging Markets where he developed the MTV channel portfolio throughout Central Europe and in particular was responsible for the launch of the Comedy Channel, Hungary as well as MTV.

Levente Malnay said:

'I am delighted to be joining the Chello CE team and excited about working with the range of channels which the group now delivers to networks in Central Europe; I think the portfolio which includes international brands such as MGM, as well as channels such as Minimax, Sport1&2 & Paprika which have grown organically and are programmed here in Central Europe is a great combination; I very much look forward to working with our network partners and to continuing to enhance our channel offer and service'

Chellomedia has focussed on the region significantly since 2006; the Chello Central Europe portfolio has been developed considerably and currently focuses on providing thematic channel offerings, programmed and developed for the local markets; the portfolio currently includes the region's leading children's channel Minimax, documentary channel, Spektrum, sports channel Sport1, as well as Filmmuzeum, and the lifestyle brands, TV Paprika and TV Deko as well as Zone Romantica (for Poland, Hungary, Romania), Zone Europa, and Zone Club (for Poland and Hungary, and the joint venture with MGM. Chello Central Europe also has its own production entity, Mojo Productions. The thematic channel portfolio benefits from synergies in sales, programming and distribution across the region

Mike Moriarty, Managing Director Chello Central Europe said: "We are delighted to have Levente on board; we have developed our portfolio significantly in recent years and his channel management experience in the region is a great asset not only to us but also our network partners'

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Notes to Editors

Minimax and Sport1&2, were investments and consolidated in 2007 and 2006 respectively; MGM is a joint-venture with MGM; TV Deko, TV Paprika and Filmmuzeum were acquired from their respective local founders in October 2007; Spektrum was acquired in September 2008.

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 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, 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 portfolio includes Sport 1&2, the leading children's channel, Minimax and the joint venture channel MGM.

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