



FOR IMMEDIATE RELEASE:

## HISTORY™ EXPANDS DISTRIBUTION IN ROMANIA WITH LAUNCH ON UPC ROMANIA

March 4, 2009 – New York/London – HISTORY™ has expanded its presence in Romania, launching on UPC Romania, announced Tom Davidson, Managing Director, The History Channel UK, a joint venture between A&E Television Networks (AETN) and British Sky Broadcasting (BSkyB). In Central Europe, the channel currently operates in Poland, Hungary, Serbia, Bosnia, Croatia, the Czech Republic, Slovakia, Slovenia and Montenegro.

“We are fully committed to expanding HISTORY and all the brands in our portfolio throughout Central Europe, and are very pleased to extend our service in Romania through this launch on UPC Romania,” said Davidson. “The Romanian people have a keen interest in history and the channel’s programming offers the highest quality production value together with a wide range of historical topics. We are committed to delivering a service that will appeal to viewers throughout the country.”

The 24-hour HISTORY service is broadcast in English with full Romanian languaging. HISTORY features award-winning programming that covers a variety of topics, including ancient history, contemporary history, military history and conflict, and technology and transport. Among the original series that air on HISTORY in Romania are *Ice Road Truckers*, *The Universe*, *Cities of the Underworld*, and *Battles BC*; specials include, *Einstein* and *Nostradamus 2012*.

“UPC Romania is pleased to offer HISTORY as part of its Digital TV channel line-up in our Medium and Large packages as a response to changes in the Romanian television market, as well as a demand from our customers for premium factual content,” said Silvia Tomaschek, Video Product Manager, UPC Romania.

Now available in over 141 countries in more than 240 million TV households, HISTORY is the only international television network devoted exclusively to historical programming, featuring informative and entertaining series, specials and documentaries. The network is the leading destination for revealing, award-winning, original non-fiction series and event-driven specials that connect history with viewers in an informative, immersive and entertaining manner across multiple platforms. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture.

HISTORY was first launched by AETN in January 1995 in the United States. The UK joint venture with Sky launched in November 1995 and operates HISTORY, The Biography Channel<sup>®</sup>, Crime & Investigation Network<sup>™</sup>, Military History, HISTORY HD<sup>™</sup>, BIO HD<sup>™</sup> and Crime & Investigation Network HD<sup>™</sup> in the UK. The joint venture also operates services in Scandinavia, the Benelux, Central Europe, Sub-Sahara Africa and Greece.

**About AETN International:**

A division of A&E Television Networks, AETN International markets the quality programming and proven success of HISTORY<sup>™</sup>, A&E<sup>®</sup>, The Biography Channel<sup>®</sup>, Crime & Investigation Network<sup>™</sup>, Military History<sup>™</sup>, HISTORY HD<sup>™</sup>, The Biography Channel HD<sup>™</sup> and Crime & Investigation Network HD<sup>™</sup> overseas. Through innovative local partnerships and affiliates, AETN International has expanded the presence of AETN channels and branded blocks around the world. In addition to licensing AETN channels, AETN International handles syndicated sales, format sales and broadband and mobile licensing of content from the A&E and HISTORY catalogues to international broadcasters. AETN channels and programs are now available in more than 141 countries to over 250 million TV households. AETN International has offices in New York, London and Singapore. The AETN International website is located at [www.AETNinternational.com](http://www.AETNinternational.com).

**About UPC Romania:**

UPC Romania is one of the leading providers of cable, fiber optic, and wireless and satellite communication services. UPC Romania's networks serve 1.3 million customers from over 200 cities. Since 1992, when it entered the Romanian market, UPC has invested over 700 million EUR and became the most important direct American investment in the country. The company is driven by its vision that "this amazing but often complex digital world should be for everyone". UPC's 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do. UPC Romania is a consolidated subsidiary of Liberty Global, Inc. ([www.upc.ro](http://www.upc.ro))

**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 September 30, 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. ([www.lgi.com](http://www.lgi.com))