



UPC announces first Vendor Awards

Winner UPC Broadband 2008 Vendor Award

Best HFC Supplier: Aurora

Amsterdam, 19 September 2008 - UPC Broadband, the leading international cable operator and European division of Liberty Global, today announced the winners of its 2008 'Vendor Awards' at the annual 'Liberty Global Technology Summit' in Hilversum, the Netherlands. The company recognized its partner's achievements in several categories of equipment and services varying from 'Best Set-Top Box Supplier' to 'Best Breakthrough Supplier'. It was the first time that UPC Broadband acknowledged the relationship with its partners in such a way.

The UPC Broadband 'Vendor Awards' are designed to recognize those suppliers that have structurally supported the high level development of UPC Broadband's networking and software projects and innovations in Europe.

Eleven vendors received a UPC Broadband 'Vendor Award', taking into consideration the vendor's overall partnership, as well as achievement against performance in categories such as Account Management; Quality of Service; Product and Delivery; Cost Competitiveness and Innovation Power.

"UPC Broadband recognizes the performance of our partners be it manufacturers or service suppliers, and thanks them for their support," said Gene Musselman, President of UPC Broadband. "Maintaining strong relationships with our vendors enables UPC to provide comprehensive video, telephone and internet services to its customers all over Europe, in a competitive environment. With our vendors we are able to achieve higher efficiencies, better service and a higher profitability."



Guy Sucharczuk, (center) Chairman,
President & CEO, Aurora Networks, Inc.