

Insafe and Liberty Global Launch New, Interactive e-Safety Website (www.esafetykit.net) to Help Protect Children Across Europe

Englewood, Colorado – February 9, 2010: Liberty Global, Inc. (“Liberty Global”) (Nasdaq: LBTYA, LBTYB and LBTYK) and Insafe, the European network of Awareness Centers promoting safe, responsible use of the internet, today announced the launch of a new, interactive e-safety website (www.esafetykit.net) designed to help protect children on the web. The site is targeted at children in a fun way, and also has sections for parents and school teachers. Esafetykit.net was developed by Insafe with the support of Liberty Global, one of its main partners, and its operating companies in Europe under the brands of UPC, Cablecom, Telenet, and Unitymedia and is endorsed by the European Commission.

Today's launch is part of the European Commission's 'Safer Internet Day' initiatives. The website is initially available in eight country versions and will soon be accessible in many other countries with local language versions. The site aims to make internet safety fun, engaging and non-threatening through the use of interactive exercises, educating families on how to reduce the risk of cyber-bullying or other predatory behavior such as online grooming.

'Think Before You Post'

Liberty Global and its companies also support Insafe's European 'Think before you post' public service announcement and will air this campaign on local websites, and various TV channels across its European footprint. To view: [Safer Internet Day 2010: Think B4 U post](#)

The 7th edition of Safer Internet Day is celebrated this year with many events organized in over fifty countries. On this occasion, the European Commission has organized a round-table meeting in the European Parliament, in Strasbourg, to discuss the awareness minors have about the risks of posting images and personal information online.

Manuel Kohnstamm, Managing Director Public Policy and Communications of Liberty Global said: “The dynamic nature of the internet places a particular responsibility on us, as a service provider, to take action to ensure children's online safety. The launch of the e-Safetykit website and the 'Think before you post' campaign are important steps forward in our long-term effort to make this possible. We aim to build upon our successful relationship with Insafe and our ongoing commitment to empower children and families by providing free, easily accessible tools that enable consumers as much as possible to control digital threats.”

The Interactive Toolkit

The e-safety website, available at www.esafetykit.net will be distributed through a range of channels, including Insafe's internet safety awareness centers, Liberty Global affiliates, NGO partners and schools. The site is based on the printed 'family toolkit', which was developed in 2008 by Insafe and Liberty Global. The family toolkit consists of a comprehensive parent's guide, an activity-based guidebook designed specifically for children between 6-12 years old, stickers, a family certificate and situation cards.

The e-Safety website will extend the reach of the printed version. Over 300,000 hard copies of the toolkit have already been distributed in 11 languages and across 18 countries.

The Liberty Global and Insafe Partnership

Liberty Global's partnership with Insafe is part of the Company's Corporate Responsibility program with a key focus on 'Protecting Minors' and 'Digital Inclusion' by widening access, enhancing skills and creating opportunities. The internet safety toolkit promotes 'enhancing skills' by helping to ensure that people are able and qualified to use digital products and services safely, securely, and effectively.

As a 'Gold' partner of Safer Internet Day 2010, Liberty Global and Insafe also developed an online collaboration platform for professionals (www.sidfair.org) that showcases best practices on safer internet. Liberty Global's operating companies celebrated the day in many countries with local internet safety activities.

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, 2009, Liberty Global operated state-of-the-art networks that served approximately 17 million customers across 14 countries principally located in Europe, Japan, Chile, and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

Insafe & Safer Internet Day

Safer Internet Day is a yearly event celebrated in over 60 countries in the month of February and organized by INSAFE. February 9, 2010 is the 7th edition of the event.

Insafe, based in Brussels, is a network of national nodes that coordinate internet safety awareness in Europe. The network is set up and co-funded within the framework of the European Commission's Safer Internet plus Program. The mission of the Insafe cooperation network is to empower citizens to use the internet, as well as other online technologies, positively, safely and effectively. The network calls for shared responsibility for the protection of the rights and needs of citizens, in particular children and youths, by government, educators, parents, media, industry and all other relevant actors. Insafe partners work closely together to share best practice, information and resources. The network interacts with industry, schools and families in the aim of empowering people to bridge the digital divide between home and school and between generations.

www.saferinternet.org

For more information, please visit www.lgi.com or contact:

Investor Relations

Christopher Noyes +1.303.220.6693
K.C. Dolan +1.303.220.6686
Molly Bruce +1.303.220.4202

Corporate Communications

Hanne Wolf +1.303.220.6678
Bert Holtkamp +31.20.778.9447