



Cable Europe

Press Release

Manuel Cubero Receives Lifetime Achievement Award At Cable Congress 09

For Immediate Release – 19 March 2009

Berlin: Dr. Manuel Cubero, Chief Commercial Officer and member of the management board of Kabel Deutschland, has been honoured with the Cable Europe Award for Lifetime Achievement at the annual Cable Congress in Berlin. A respected leader of the cable industry, Dr. Cubero has made a strong contribution to developing the sector and to defending its interests at a national and European level.

"It is a high honour to receive this award and a great joy to see the industry doing so well despite the downturn. Executives from all around Europe have again gathered at the Cable Congress with their usual enthusiasm to continue growing their businesses." said Dr. Cubero, former President of Cable Europe, the industry trade body.

Dr. Cubero has been Vice President at Kabel Deutschland since November 2003. He was appointed Managing Director, responsible for Cable TV and content in December 2005. Since November 2006 Dr. Cubero has also had responsibility for the product area Cable Internet and Phone.

Since becoming Chief Commercial Officer (CCO) in April 2007, Dr. Cubero has been also responsible for sales and marketing at the German cable operator. This includes sales to private customers, small and medium-sized companies, large corporations, and housing associations. In July 2008 he took over responsibility for Customer Services.

Before joining KDG, he held various positions within the German media-company Kirch Gruppe, where he was responsible for the digital playout center and managing director of Beta Technik Beteiligungs GmbH. He was also founder and managing director of an internet betting company in Austria and worked as a consultant. Dr. Cubero holds a doctorate degree in physics from Darmstadt Technical University, Germany, and an MBA from INSEAD Business School in Fontainebleau, France. He was President of Cable Europe from 2006 to 2008 and remains Vice President. Dr. Cubero is also a member of the board of the German TV platform (Deutsche TV-Plattform).



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Note To Editors

More information about Cable Congress is available at www.cablecongress.com

About Cable Europe

Cable Europe is a trade association that groups all leading broadband cable TV operators and their national associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international levels, and to foster cooperation among its members. The European cable TV industry services super high speed Internet, digital TV and telephony services to about 70 million customers throughout Europe (EU 27).

www.cable-europe.eu

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