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VIRGIN MEDIA REPORTS POSITIVE Q4 FIGURES

Following the announcement that Virgin Media's profits are up for Q4, **Ernest Doku, technology expert at uSwitch.com**, commented: "Virgin Media has been the UK's fastest broadband provider for the past three years, and these positive Q4 figures are proof that the company's substantial investment in its next generation broadband infrastructure is finally paying off and translating into increased revenue.

"Their marketing strategy has been extremely effective in attracting new customers, and their promise to double the broadband speed of existing customers up to 100Mbps at no extra cost has been especially appealing to British consumers who have seen their finances hit in most other areas.

"Virgin Media has always been known for being a trailblazer and its super-fast fibre optic broadband products and innovative TiVo digital TV service are both examples of a company that aims to offer the best products throughout its portfolio of services."

Virgin Media broadband speed fact: According to more than 100,000 broadband speed tests carried out over the past month using uSwitch.com's speed testing tool, Virgin Media broadband has a national average speed of 12.15Mbps compared to the UK average broadband speed of 8.93 Mbps across all providers.

For more information visit www.uswitch.com or call 0800 093 0607

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