



---

**COMCAST LAUNCHES SETANTA SPORTS IN BOSTON AND BROOKLINE**  
*Comcast Delivers Access To Best Live European Sports Coverage, Including Barclays Premier League, UEFA Champions League & Six Nations Rugby Union*

**December 1, 2008, BOSTON, MA**– Comcast, the nation’s leading provider of entertainment, information and communications, today announced that it has launched the U.S. version of the United Kingdom and Ireland-based sports network Setanta Sports in Boston and Brookline, providing its customers 24-hour access to the best live European sporting events, including top flight soccer and world class rugby.

The channel, available on Channel 761 for \$14.95 per month, covers some of the world’s top sporting contests in leagues and tournaments like the Barclays Premier League, UEFA Champions League, FIFA World Cup Qualifiers, Guinness Premiership, Heineken European Cup, Six Nations and much more.

The launch, like the recent and upcoming launches of other international and High Definition programming unique to Comcast’s Boston and Brookline systems, will occur in other New England communities as the rest of the region converts to the nearly all digital network that Comcast created last year in Boston and Brookline as a national model for high-capacity broadband. Comcast also recently has launched international networks for customers in Boston and Brookline who are interested in Russian, Korean, Arabic, Filipino, Brazilian, South Asian and Vietnamese sports, news and entertainment programming.

“We’re thrilled to enhance our sports programming in Boston and Brookline with the addition of Setanta Sports,” said Paul D’Arcangelo, Vice President of Comcast in Metro Boston. “Customers in Boston and Brookline are the first in New England to experience the consumer benefits of converting to a nearly all digital network. As other communities enter the ‘digital world,’ our customers will be amazed by what Comcast’s advanced fiber-optic network can deliver – even faster Internet speeds, even more HD choices and even more international programming.”

“We are excited that Comcast will be providing subscribers in Boston and Brookline the best international sports programming, 24 hours a day, on Setanta Sports,” said Roger Hall, Managing Director of Setanta Sports International.

To learn more about Comcast or to order Setanta Sports, customers can contact Comcast at 1-800-COMCAST.

**About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is the nation's leading provider of entertainment, information and communication products and services. With 24.4 million cable customers, 14.7 million high-speed Internet customers, and 6.1 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten Comcast SportsNet networks and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net ([www.comcast.net](http://www.comcast.net)). Comcast also has a majority ownership in Comcast-

Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

### **About Setanta Sports in the US**

Setanta Sports operates the only dedicated International soccer and rugby channel in the US and Canada. In 2007, the 24-hour, digital pay TV network aired more than 1,000 live events, focusing on programming designed to meet the growing demands of international sports fans. Setanta Sports US is part of Dublin-based Setanta Sports, a leading, international pay television broadcaster and the number two sports broadcaster in the United Kingdom, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. [www.setanta.com](http://www.setanta.com)

###