

## **Comcast Now Offering International Sports Network, Setanta Sports in San Francisco Bay Area**

*Comcast Customers In Northern California Can Now View Live and Exclusive European Sports Coverage, Including the Barclays Premier League, UEFA Champions League & Tri-Nations with Setanta Sports*

**New York, NY** – (September 2, 2009) – Setanta Sports, a leading international sports broadcaster, announced its recent availability to Comcast customers in Northern California. Through a subscription to Setanta Sports, sports fans will receive live and exclusive international sports presented in their original format, including the world's top soccer, such as the Barclays English Premier League, the UEFA Champions League, the FA Cup, and the FIFA 2010 World Cup qualifiers.

### **Highlighted Live & Exclusive Matches on Setanta:**

#### **World Cup Qualifiers**

Sept 5: Denmark vs. Portugal

Sept 9: Hungary vs. Portugal

#### **Barclays Premier League**

Sept 19: Arsenal vs. Wigan

Sept 20: Manchester United vs. Manchester City

#### **UEFA Champions League**

Sept 15: Chelsea vs. Porto

Sept 16: Standard Liege vs. Arsenal

In addition Setanta also offers domestic league competitions, such as the French Ligue 1, Russian Premier League, and Scottish Premier League, combined with top flight rugby, including the annual Tri-Nations, Magners League, and the Heineken European Cup.

#### **Magners League**

September 4: Glasgow Warriors vs. Munster

September 11: Munster vs. Cardiff Blues

#### **Tri-Nations**

September 5: Australia vs. South Africa

September 12: New Zealand vs. South Africa

September 19: New Zealand vs. Australia

For a full TV listing, please visit: [www.setanta.com/us/TV-Listings](http://www.setanta.com/us/TV-Listings)

Airing seven days a week, 24 hours a day, Setanta Sports can be seen by Comcast subscribers in Northern California on channel 300, for \$14.99 per month. The channel will become available on a rolling basis and is currently available in select cities, including Santa Clara, Sunnyvale, Sonoma County, Livermore, Vacaville, San Mateo, Antioch, and more\*. The channel will continue to be launched in new cities throughout the Bay Area by the end of the year.

“We are delighted to announce our availability to Comcast’s Northern California community. Setanta’s continual growth in distribution is testament to the increased popularity of soccer and rugby in the US. We’re certain that Comcast subscribers will be excited about the offerings our channel will provide.” said Roger Hall, Managing Director of Setanta Sports International.

“We are pleased to launch Setanta Sports in California,” said Natalie Rouse, Director of National Ethnic Marketing at Comcast. “The network’s exciting mix of popular programming appeals to our multicultural customers, as well as those who are international sports fans.”

To learn more about Comcast or to order Setanta Sports, customers can contact Comcast at 1-800-376-1749 or visit <http://www.comcast.com/internationaltv>

\* For a full listing of cities currently servicing Setanta Sports, visit <http://www.setanta.com/us/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 23.9 million cable customers, 15.3 million high-speed Internet customers, and 7.0 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of 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 sports networks operated by Comcast Sports Group 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**

**Setanta Sports** operates the only dedicated international sports channel in America. The 24-hour TV network airs more than 1,000 live events, including European and international soccer, such as the Barclays Premier League, UEFA Champions League, FA Cup, World Cup Qualifiers and the Carling Cup plus world-class rugby and other sports programming designed to meet the growing demands of international sports fans. [www.setanta.com/us](http://www.setanta.com/us)

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