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## Comcast Brings International Sports Network, Setanta Sports, to Washington State

*Comcast Customers In Spokane, WA Can Now View the Finest European Soccer and International Rugby Live and Exclusively on Setanta Sports.*

**New York, NY** – (September 17, 2009) – Setanta Sports, a leading international sports broadcaster, has furthered its distribution on Comcast by now becoming available to Spokane, Washington customers. The news comes at an ideal time, as the Barclays Premier League, UEFA Champions League, and Tri-Nations competitions are all underway. By subscribing to Setanta Sports, sports fans will gain access to numerous competitions, leagues, highlight shows, and expert commentary, all presented in their original format.

“We are excited to launch Setanta Sports Spokane,” said Natalie Rouse, Director of National Ethnic Marketing at Comcast. “To our multicultural customers, as well as sports fans, the network’s mix of programming is extremely appealing.”

### **Highlighted upcoming live matches on Setanta:**

#### **Barclays Premier League**

Sept 19: Arsenal vs. Wigan

Sept 20: Manchester United vs. Manchester City

Sept 26: Stoke City vs. Manchester United

#### **UEFA Champions League**

Sept 29: Fiorentina vs. Liverpool

Sept 30: APOEL vs. Chelsea

#### **French Ligue 1**

Sept 20: PSG vs. Lyon

Sept 27: Bordeaux vs. Rennes

#### **Magners League**

Sept 27: Munster vs. Newport Gwent Dragon

Oct 4: Edinburgh vs. Ospreys

#### **Tri-Nations**

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)

“Washington has one of the best fan bases for soccer in the United States. We’re very pleased to be entering this market as we’re sure Comcast customers will be receptive to our diverse programming.” said Roger Hall, Managing Director of Setanta Sports International.

In addition, Setanta is currently airing the Russian Premier League, Scottish Premier League, Currie Cup, Air New Zealand Cup, Carling Cup, Coca Cola Championship and World Cup Qualifiers. All included as part of the over two dozen leagues and competitions Setanta has to offer.

Comcast customers in Spokane can receive Setanta, which runs 24 hours a day, seven days a week, on channel 785 for \$14.99 a month in addition to your Comcast Digital cable TV subscription. To learn more about Comcast or to order Setanta Sports, customers can contact Comcast at 1-877-793-9409 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 24.1 million cable customers, 15.3 million high-speed Internet customers, and 6.8 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.

Comcast's Washington market, based in Lynnwood, serves more than 1.1 million customers in Western Washington and Spokane. Comcast operates three major call centers in Washington and employs more than 3,000 local residents.

### **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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