



**SETANTA**  
**SPORTS**

## **COMCAST LAUNCHES SOCCER AND RUGBY CHANNEL IN ATLANTA**

**[Alpharetta, Milton, John's Creek, Roswell]**

*Comcast Delivers Access To Best Live European Sports Coverage, Including Barclays Premier League, UEFA Champions League & Tri-Nations with Setanta Sports*

**New York, NY** – (June 1, 2009) – Setanta Sports, a leading international sports broadcaster, announced today the availability of Setanta on the Comcast Atlanta lineup in a move which reinforces the tremendous growth in popularity of soccer and rugby in the US. The channel will be available in the greater Atlanta Metro market, but will initially launch in Alpharetta, Milton, John's Creek, and Roswell. It will be available on a roll out basis throughout the Comcast's footprint as the company migrates to an all digital lineup throughout 2010.

Setanta Sports brings quality and depth of programming of more than 1,000 live events, including UK and European soccer, as well as world-class rugby, highlight shows and other international sports programming.

Airing seven days per week, 24 hours per day, Setanta Sports will be available to Comcast subscribers in parts of Atlanta, on channel 389, for \$14.99 per month. Through their 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, the FIFA 2010 World Cup qualifiers and the UEFA 2012 European Championship qualifiers, combined with top flight rugby including the annual Tri-Nations and The Heineken European Cup.

"We're thrilled to enhance our sports programming in parts of Atlanta with the addition of Setanta Sports," said Larry Schweber, Vice President of Marketing for Comcast's Atlanta Region. "Customers in Alpharetta, Milton, John's Creek and Roswell are the first to experience sports programming they can't see anywhere else on TV with the availability of Setanta. Offering Setanta to our customers opens the door for soccer and rugby fans to get more of what they enjoy."

"We are thrilled that Comcast will be providing subscribers in parts of Atlanta 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 404-COMCAST or visit <http://www.comcast.com/internationaltv>.

### **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**

**Setanta Sports** operates the only dedicated international sports channel in America. In 2009, the 24-hour TV network will air 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. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster in the UK, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. <http://www.setanta.com/us>

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