



**PRESS RELEASE**

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## **Comcast to Launch 14 New International Networks in Portions of San Francisco Bay Area as it Offers a “World of More” Programming**

### ***18 Additional International Networks to Change Channel Numbers***

**LIVERMORE, CA (August 10, 2009)** – Comcast Corporation (Nasdaq: CMCSK, CMCSA), the nation’s leading provider of entertainment, information and communications, today announced that it is launching 14 new international premium networks on August 10 in portions of the San Francisco Bay Area (see complete list of networks and channel numbers below). Twenty-six communities in the South Bay and North Bay (see complete list of cities below) will have access to the slew of new programming in the first phase of channel launches as a result of Comcast’s recent digital upgrade of customers from analog to digital. In addition to the new networks, 18 additional international networks are changing channel numbers in order to group together channels that share a similar language or country of origin (see complete list of networks and channel numbers below).

Earlier this year, Comcast began a digital migration called “The World of More,” offering digital upgrades to Standard Cable customers to migrate from analog to digital, and converting channels 31 and above to a digitally delivered format. Comcast’s digital upgrade reclaimed analog bandwidth to allow the company to provide more products and services to customers, such as faster Internet speeds, more channels and more ON DEMAND content. Comcast continues its digital migration in other portions of the Bay Area and those areas will receive the new programming in subsequent phases later in 2009.

“We’ve heard from customers that they can’t get enough multicultural programming, so we’re excited to exponentially increase our offering of those networks and give even more value to our customers as part of our digital upgrade,” said Natalie Rouse, Director of National Ethnic Marketing for Comcast. “These channel launches are about delivering on Comcast’s promise to customers that by converting to digital, we could offer more of the products and services they want, right away. And this is just the beginning as we roll out ‘The World of More’ in California.”

Beginning August 10<sup>th</sup>, the new programming will be available to residential homes and businesses in the following cities: Belvedere, Corte Madera, Cupertino, Fairfax, Forest Knolls, Greenbrae, Kentfield, Lagunitas, Larkspur, Los Altos, Marin, Mill Valley, Milpitas, Mountain View, Novato, Ross, San Anselmo, San Geronimo, San Quentin, San Rafael, Santa Clara, Saratoga, Sausalito, Sunnyvale, Tiburon and Woodacre.

All cities will receive the 14 international premium networks, which include Antenna One, Band Internacional, C1R, Deutsche Welle, GMA Life TV, MYX, PFC 100% Futbol, RTP, Setanta Sports, STAR India GOLD, STAR India NEWS, STAR ONE, TV Globo and VIJAY.

### **14 NEW INTERNATIONAL PREMIUM NETWORKS**

For programming information visit [www.comcast.com/internationaltv](http://www.comcast.com/internationaltv)

<b><u>Network</u></b>	<b><u>New Channel #</u></b>
<b>Setanta Sports</b> ( <i>English/International</i> )	<b>300</b>
<b>TV Globo</b> ( <i>Portuguese/Brazilian</i> )	<b>305</b>
<b>PFC 100% Futbol</b> ( <i>Portuguese/Brazilian</i> )	<b>306</b>
<b>Band Internacional</b> ( <i>Portuguese/Brazilian</i> )	<b>307</b>
<b>RTPi</b> ( <i>Portuguese</i> )	<b>310</b>
<b>Antenna Satellite</b> ( <i>Greek</i> )	<b>312</b>
<b>Deutsche Welle</b> ( <i>German</i> )	<b>315</b>
<b>Channel 1 Russia</b> ( <i>Russian</i> )	<b>325</b>
<b>STAR India NEWS</b> ( <i>South Asian - Hindi</i> )	<b>341</b>
<b>STAR ONE</b> ( <i>South Asian - Hindi</i> )	<b>342</b>
<b>STAR India GOLD</b> ( <i>South Asian - Hindi</i> )	<b>343</b>
<b>VIJAY</b> ( <i>South Asian - Tamil</i> )	<b>349</b>
<b>MYX*</b> ( <i>English</i> )	<b>368</b>
<b>GMA Life TV</b> ( <i>English + Tagalog</i> )	<b>370</b>

\*MYX is available on Comcast Digital Preferred Tier Services

### **18 CHANNEL CHANGES**

<b><u>Network</u></b>	<b><u>Old Channel #</u></b>	<b><u>New Channel #</u></b>
<b>TV5 MONDE</b> ( <i>French</i> )	<b>252</b>	<b>317</b>
<b>RAITALIA</b> ( <i>Italian</i> )	<b>254</b>	<b>319</b>
<b>RTN</b> ( <i>Russian</i> )	<b>255</b>	<b>324</b>
<b>TV JAPAN</b> ( <i>Japanese</i> )	<b>245</b>	<b>330</b>
<b>SBTN</b> ( <i>Vietnamese</i> )	<b>248</b>	<b>331</b>
<b>tvK</b> ( <i>Korean</i> )	<b>263</b>	<b>332</b>
<b>Zee TV</b> ( <i>South Asian</i> )	<b>246</b>	<b>336</b>
<b>TV Asia</b> ( <i>South Asian</i> )	<b>247</b>	<b>337</b>
<b>SET Asia (SONY)</b> ( <i>South Asian</i> )	<b>249</b>	<b>338</b>
<b>STAR India PLUS</b> ( <i>South Asian</i> )	<b>250</b>	<b>340</b>
<b>CTI-Zhong Tian Channel</b> ( <i>Chinese/Mandarin</i> )	<b>243</b>	<b>354</b>
<b>CCTV-4</b> ( <i>Chinese/Mandarin</i> )	<b>244</b>	<b>355</b>
<b>Phoenix InfoNews Channel</b> ( <i>Mandarin/Dragon Pack</i> )	<b>257</b>	<b>356</b>
<b>Phoenix North America Chinese Channel</b> ( <i>Mandarin/Dragon Pack</i> )	<b>258</b>	<b>357</b>
<b>ETTV-Super Channel</b> ( <i>Mandarin/Dragon Pack</i> )	<b>256</b>	<b>358</b>
<b>TVB Jade</b> ( <i>Chinese/Cantonese</i> )	<b>262</b>	<b>360</b>
<b>The Filipino Channel</b> ( <i>Filipino</i> )	<b>241</b>	<b>367</b>
<b>GMA Pinoy TV</b> ( <i>Filipino</i> )	<b>242</b>	<b>369</b>

## **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 California Region, based in Livermore, California, serves more than 2.4 million customers in Northern and Central California. Comcast employs more than 7,500 local residents across the region.

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