



PRESS RELEASE

Comcast
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FOR IMMEDIATE RELEASE

COMCAST BEGINS ROLLOUT OF EXTREME 50 MBPS HIGH-SPEED INTERNET SERVICE

Plans to Reach More Than 10 Major Markets and Nearly 10 Million Homes and Businesses in the Next Several Months

Two New, Faster Speed Tiers Introduced and Speeds Doubled for Most Existing Customers

PHILADELPHIA, Oct. 22, 2008 – Comcast, the nation’s leading provider of entertainment, information and communications products and services, today announced it is making the leap from broadband to wideband with the launch of next-generation DOCSIS 3.0. With wideband, Comcast will introduce a brand new echelon of Internet speed tiers, which will redefine the customer experience online and create a platform for Internet innovation in the years ahead.

In the next few weeks, Comcast’s new services will be available to millions of residential homes and businesses in parts of New England, including the Boston Metropolitan region and Southern New Hampshire, as well as areas of Philadelphia and New Jersey. These services also will be available in the Twin Cities where wideband was launched earlier this year. Comcast plans to continue to roll out wideband across its footprint and expects to reach more than 10 major markets and pass nearly 10 million homes and businesses in the next several months.

With wideband, Comcast will offer among the fastest speeds available today, including the Extreme 50 tier at up to 50 Mbps. It also will enable Comcast to double speeds for the majority of existing high-speed Internet customers at no additional cost.

“Wideband is a game-changer for the industry. With wideband running over our next-generation fiber-optic network, we can greatly enhance our customers’ online experience immediately. And these speeds are only a preview of what’s to come—wideband will provide the capability of delivering dramatically faster speeds in excess of 160 Mbps in the future,” said Mitch Bowling, SVP and General Manager, Comcast Online Services. “Today’s announcement reaffirms our commitment to offer more speed to more homes than any other U.S. Internet service provider.”

As part of the wideband deployment, Comcast will launch two new premium speed tiers to its residential and business class customers. Both services are ideal for households or businesses simultaneously using several computers or Internet-connected devices. They also will appeal to those who simply want some of the fastest speeds available in the U.S. today:

New Residential Tiers

- **Extreme 50**, offering up to 50 Mbps of downstream speed and up to 10 Mbps of upstream speed at \$139.95/month.*
- **Ultra**, offering up to 22 Mbps of downstream speed and up to 5 Mbps of upstream speed at \$62.95/month.*

With Extreme 50, Comcast customers, for example, will be able to download a high-def movie (6 GB) in about 16 minutes, a standard-def movie (2 GB) in about 5 minutes and a standard-def TV show (300 MB) in a matter of seconds. Customers with Extreme 50 also will be able to download digital photos, songs and games faster than ever.

In addition to the new speed tiers, Comcast also is increasing speeds for most of its existing customers.

- **Performance** tier customers will benefit from doubled downstream and upstream speeds, offering up to 12 Mbps and 2 Mbps, respectively.
- **Performance Plus** customers will be upgraded to Comcast's **Blast!** tier, which will double their download speeds to up to 16 Mbps and provide up to 2 Mbps of upload speed.

Plus, with PowerBoost® technology, customers are able to enjoy even faster speeds to download and upload files such as videos, games, music and photos.

New Business Class Tiers

Business customers will benefit from wideband with increased efficiency and productivity. Customers can sign up for the Deluxe 50 Mbps / 10 Mbps tier for \$189.95/month, which includes a full suite of features and support. As part of their service, Comcast Business Class customers receive Microsoft Communications Services, providing corporate-class e-mail, calendaring and document sharing, as well as additional benefits such as firewall protection, static IP addresses, multiple e-mail addresses and business class 24/7 customer support. Existing business class customers also will receive complimentary speed increases—speeds on the Starter tier will be doubled to up to 12 Mbps / 2 Mbps and a new Premium Tier also will be introduced, offering speeds up to 22 Mbps / 5 Mbps for only \$99.95/month.

To find out when wideband will be available customers can visit www.comcast.com/fastestfast or call 1-800-Comcast.

**Pricing for residential customers and requires subscription to Comcast Cable service.*

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is the nation's leading provider of entertainment, information and communications products and services. With 24.6 million cable customers, 14.4 million high-speed Internet customers, and 5.6 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, The Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten Comcast SportsNets networks and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (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.

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