



## Comcast to Offer Fans More Access to NHL Network Programming

### New Digital Agreement Will Make NHL Network Available to Millions More Comcast Customers

### On Demand Programming to Include Condensed Games, Player Profiles, Historic Games and More

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NHL Network and Comcast Corporation (Nasdaq: CMCSA, CMCSK), the nation's leading provider of entertainment, information and communication products and services, today announced a long-term agreement with the NHL Network to add the network to its Digital Classic level of service by the start of the 2009-10 NHL season. Under the terms of the agreement, the NHL Network will reach nearly two-thirds of the Comcast's total digital customer base.

"We're excited to extend our relationship with Comcast and its customers by providing more NHL programming to more fans, as this is another important step in NHL Network's ongoing pursuit of broader distribution," said John Collins, NHL COO. "We are pleased that Comcast has seen value in the NHL Network to expand its commitment and are confident that there will be more expansion deals for the Network to come."

"Comcast is a major destination for sports fans, and our relationship with the NHL is an important part of our sports strategy," said Matt Bond, Executive Vice President, Content Acquisition. "The NHL is seeing intense popularity these days, and as one of the largest distributors of NHL games we're happy to bring more fans into the living-room arena through our popular Digital Classic service."

In addition to live NHL games aired on NHL Network, Comcast's Digital Classic customers now will have access to special event programming on-location at NHL Winter Classic™, NHL All-Star, NHL Entry Draft and Stanley Cup™ Final, postgame press conferences, IIHF World Junior hockey, documentaries and profiles, the signature daily live highlight show – NHL on the Fly™ which airs nightly throughout the hockey season and much more. Additionally, fans will have access to more NHL On Demand programming including condensed games, player profiles, historic games and more.

#### About NHL Network

As the definitive hockey destination, NHL Network offers viewers a 24-hour all-access pass to complete hockey coverage both on and off the ice, including live NHL games featuring stars such as Sidney Crosby, Alexander Ovechkin and Patrick Kane. The network's daily signature show – NHL On The Fly – offers fans exclusive live look-ins to NHL games, including goals, shootouts, extended highlights, stellar saves, features, interviews, pre- and post-game reports, team press conferences, expert analysis from a variety of hockey insiders and former players, plus special event coverage from the NHL Winter Classic, NHL All-Star Game, NHL® Stanley Cup™ Final and NHL Entry Draft. Additional NHL Network programming includes international and amateur hockey, player profiles, interview shows and youth-oriented programs. NHL Network is available in the United States and Canada by contacting digital cable or satellite providers. For more information on NHL Network, log on to [nhlnetwork.com](http://nhlnetwork.com).

#### 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.

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