



Comcast Launches Comprehensive Internet Security Solution to Help Keep Customers Safe Online

Comcast Enhances Online Security Channel; Providing One Powerful,

Easy-to-Use Security Solution for Protection Against Online Threats - Offering Includes Nearly \$115 in Value with McAfee Internet Security Solutions

PHILADELPHIA, Aug. 16 /PRNewswire/ -- Comcast, the nation's Number One broadband provider, has launched a new security offering for all of its 7.7 million High-Speed Internet customers, providing them with one powerful, easy-to-use security solution for protection against online threats.

Comcast already sets the benchmark for the ultimate broadband experience for its customers through its reliable broadband connection, ultra-fast speeds, built-for-broadband applications and great broadband content. Now, for no additional charge, customers can receive nearly \$115 in value to protect their households and enhance their online experience with Internet security solutions available through the following products:

- McAfee(R) VirusScan(R) - Helps to defend users' computers against thousands of known viruses. Automatically detects, blocks, and removes viruses and spyware, which may result in the loss of irreplaceable documents or identity theft.
- McAfee(R) Personal Firewall Plus - Always-on PC protection to prevent unwanted traffic to and from users' PCs. Helps to protect personal information and a user's computer from malicious intruders.
- McAfee(R) Privacy Service - Features parental controls to help filter out inappropriate content and also monitors Internet activity to help prevent identity theft.

Comcast will continue to enhance and expand its offering to add additional levels of protection. Customers can receive the Comcast Toolbar, a free download, which is being designed to give one-click access at the top of their browser to the most popular features on Comcast.net. The customizable Toolbar features spyware detection and removal, fast and easy access to pop-up blocker, as well as integrated search functionality. Early this Fall, Comcast plans to introduce an anti-phishing security solution within the Comcast Toolbar, which will help further protect customers from the growing threat of identity theft.

"We want our customers to have the best broadband Internet experience. Security is a critical component to that," said Greg Butz, senior vice president of marketing and business development for Comcast Online. "Comcast has launched a comprehensive Internet security solution that is the perfect complement to our service. It's extremely easy to use, automatically updates and will help keep our customers safe. We partnered with an industry leader to offer our customers a product they will recognize and value."

"McAfee is glad to be working with Comcast to provide the nation's largest broadband user base with what we believe to be the easiest to use, most effective Internet security protection available today," said Todd Gebhart, senior vice president worldwide consumer and mobile sales, McAfee. "McAfee solutions offer users proven, comprehensive protection against today's increasingly sophisticated Internet threats."

Comcast makes it extremely easy for its customers to access and download its premier Internet security solution. The Comcast.net Security Channel is integrated into the same Comcast.net portal customers already use to check their e-mail, send Video Mail messages, and access their photos, news, entertainment, sports scores, kid's features, games, and the additional best-in-class content found on Comcast.net.

Comcast.net Security Channel: Keeping Customers Informed

Comcast customers can also turn to the Comcast.net Security Channel for education about the latest threats and learn how they can stay protected. For example, whenever a new virus is uncovered, Comcast updates its Security Channel to make its customers aware of any potential dangers and provides links to critical updates.

Users may also turn to the Comcast.net Security Channel to find:

- The tools to manage their Comcast account
- Security Forums and popular discussion boards
- Information about how to report phishing e-mail scams
- Tips for keeping children safe online
- Critical information about and links to national security resources

Customers can access the Comcast.net Security Channel and download the complete security solution by visiting:
<http://www.comcast.net/security/>.

About McAfee, Inc.

McAfee, Inc., headquartered in Santa Clara, Calif., and the global leader in Intrusion Prevention and Security Risk Management, delivers proactive and proven solutions and services that secure systems and networks around the world. With its unmatched security expertise and commitment to innovation, McAfee empowers home users, businesses, the public sector, and service providers with the ability to block attacks, prevent disruptions, and continuously track and improve their security.
<http://www.mcafee.com>.

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 21.5 million cable customers, 7.7 million high-speed Internet customers, and 1.2 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content.

The Company's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, Outdoor Life Network, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. The Company 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 Class A common stock and Class A Special common stock trade on The NASDAQ Stock Market under the symbols CMCSA and CMCSK, respectively.

For additional product information about the Comcast Security Channel, please see the accompanying Fact Sheet.

Fact Sheet

Customers can access the Comcast.net Security Channel and download the McAfee Internet Security solutions by visiting:
<http://www.comcast.net/security/>.

More about the McAfee Internet Security Solutions

McAfee VirusScan

With the award-winning McAfee VirusScan, Comcast customers will be protected from viruses and virus-like threats while e-mailing, downloading and surfing the Internet. The software automatically updates to protect customers against new threats and attempts to clean files when a virus is detected.

McAfee Personal Firewall Plus

Complemented by McAfee VirusScan, the McAfee Personal Firewall Plus software provides a secure, always-on barrier between the computer's hard drive and dangerous Internet threats. It can help keep Comcast customers protected against thousands of known viruses.

McAfee Privacy service

More than 40 percent of Comcast households have children. These customers will find an added level of comfort with McAfee Privacy service, featuring parental control monitors that log when and where children surf. The software also filters offensive online content, Web sites and newsgroups including pop-ups, ads and web-bugs. McAfee Privacy Service also helps ensure that users do not expose confidential information to online threats such as phishing or other online scams. The software builds an encrypted database of personal information users do not want submitted over the Internet.

More about the Comcast Toolbar

The Comcast Toolbar, a free download, is being designed to give customers one-click access at the top of their browser to the most popular features on Comcast.net. The customizable Toolbar features spyware detection and removal, fast and easy access to pop-up blocker, as well as integrated search functionality. Early this Fall, Comcast plans to introduce an anti-phishing security solution within the Comcast Toolbar, which will help further protect customers from the growing threat of identity theft.

The Comcast Toolbar also features a built-in search bar that will help customers easily locate the content -- photos, text or video -- that they are looking for. Additionally, Comcast customers will receive one-click access to popular Comcast.net features including e-mail, Comcast Video Mail, The Fan™, its broadband multimedia player, Photo Center, Comcast Rhapsody, favorite Comcast.net Channels (Music, Sports, Kids, Games, Entertainment) and much more.

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