



Comcast Adds CNBC/Dow Jones Business Video Content to Comcast.net - Including Video Clips from Squawk Box, Economic Roundtable Discussion, Market Wrap, and Alan Murray's Business Day Report

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PHILADELPHIA, June 28 /PRNewswire/ -- Comcast today announced the addition of premier financial video content from CNBC/Dow Jones Business Video to The Fan™, the innovative broadband multimedia player unique to the Comcast.net portal. The launch of this valuable financial content is the latest in a series of strategic relationships dedicated to providing unique applications and services to Comcast's expanding base of High-Speed Internet customers.

This agreement between the nation's leading broadband Internet provider and the global leader in business news - providing real-time financial market coverage and business information - will bring market updates, home finance tips and personal technology information to Comcast's 5.7 million High-Speed Internet customers. Comcast customers can conveniently access and view video clips from the shows they trust, including Squawk Box, Economic Roundtable Discussion, NYSE and NASDAQ Market Wraps and Capital Report co-host Alan Murray's Business Day report from Washington, D.C.

"Today more than ever people go online for information about personal finance basics, such as money management, saving and investing. We're proud to provide our Comcast High-Speed Internet customers looking for financial advice with news and information from a trusted source like CNBC," said Greg Butz, senior vice president of marketing and business development for Comcast's online business. "We are committed to providing our customers with applications and tools that offer true value in their lives. This agreement is yet another example of our commitment to building unique services for our customers on top of our lightning-fast speeds and solid broadband foundation."

CNBC/DJBV joins an already impressive list of partners showcasing video content through The Fan, including FoxSPORTS.com, MLB.com, HGTV (Home & Garden Television), The Food Network, DIY, Fine Living, E!, and Associated Press.

About Comcast.net

Comcast's award-winning broadband portal - <http://www.comcast.net> - features news, weather, and stocks, plus exclusive broadband content with streaming video and high-quality sound.

Comcast.net features include:

- The Fan, Comcast's innovative broadband video player. Since its launch on Comcast.net, video usage on the site has increased by a factor of 15.
- The Assistant, a personalized toolbar with always-on utilities such as weather, sports scores, stock watch lists, horoscopes and much, much more.
- Content from leading providers such as E!, G4, Scripps, The Weather Channel, IFC, Planeta Networks, Atom Films, and others.
- Comcast Rhapsody, the country's leading Internet jukebox service that provides subscribers with unlimited access to a vast library of music from all five major labels plus more than 200 independent music labels.

- "AskComcast," an interactive help tool developed using technology from Conversagent. This interactive agent "chats" with Comcast High-Speed Internet customers in a conversational personalized way, helping them find information they desire about their service and its features.

About Comcast

Headquartered in Philadelphia, Comcast Cable is a division of Comcast Corporation (Nasdaq: CMCSA, CMCSK), a developer, manager and operator of broadband cable networks and provider of programming content. With a presence in 22 of the top 25 United States markets, Comcast is one of the leading communications, media and entertainment companies in the world. Providing basic cable, Digital Cable, high-speed Internet and telephone services, Comcast is the company to look to first for the communications products and services that connect people to what's important in their lives. The company's 59,000 employees serve more than 21 million customers.

About CNBC Dow Jones Business Video

CNBC Dow Jones Business Video is a joint venture of NBC, Microsoft and Dow Jones. The company provides CNBC video on-demand for business-to-business and business-to-consumer applications.

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