



Comcast and MTV Networks Announce Affiliation Agreement for Logo

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PHILADELPHIA, and NEW YORK, July 1 /PRNewswire/ -- Comcast (Nasdaq: CMCSA, CMCSK), the country's leading provider of cable, entertainment and communications products and services, and MTV Networks, a division of Viacom Inc. (NYSE: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms, today announced that they have reached an affiliation agreement for Logo, a new network from MTVN offering entertainment programming for the gay and lesbian community. Under the agreement, Comcast will add Logo to its Digital Plus cable package in select markets over the next 90 days.

In addition, markets launching the Logo digital cable channel also will have 10 hours of Logo's programming available on Comcast's ON DEMAND video-on-demand (VOD) service. Additional details of the agreement were not disclosed.

"Comcast is committed to bringing customers new and relevant entertainment choices," said Matt Bond, Executive Vice President of Programming. "We're pleased to have reached an agreement with MTV Networks to offer Logo's programming that meets the needs of an underserved audience."

"We couldn't be happier about expanding Logo's distribution through this key agreement with Comcast," said Nicole Browning, President, MTV Networks Affiliate Sales and Marketing. "Comcast understands our commitment to creating programming for niche audiences and we are very pleased that this partnership will allow even more interested viewers to see Logo."

Logo has acquired a library of more than 200 critically acclaimed gay- and lesbian-themed movies, such as Moulin Rouge, The Birdcage, Six Degrees of Separation and Mommie Dearest. In addition, Logo's programming lineup includes original series, documentaries and specials, including: Noah's Arc, a comedy about a group of African-American gay men living in Santa Monica; the reality series My Fabulous Gay Wedding, which features a mix of love stories and party-planning fiascos; Momentum, a documentary series chronicling the stories of gay rugby players, transgender actresses, and teens with same-sex parents; and the first-ever telecast of The 16th Annual GLAAD (Gay & Lesbian Alliance Against Defamation) Media Awards. Logo also will be teaming up with CBS News to cover gay and lesbian news stories.

With Comcast Digital Cable, customers can enjoy more than 250 channels including dozens of commercial-free premium movie channels including multiple channels of HBO, Showtime, The Movie Channel, Cinemax, Starz and Encore, as well as dozens of music channels - from jazz to country to classical to rock - commercial-free, 24 hours a day. Comcast Digital Cable also features an interactive, on-screen program guide and remote that lets viewers choose movies and shows by time, category or channel, and a parental control feature to help manage what their children are watching.

About MTV Networks

MTV Networks, a unit of Viacom International Inc., is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 100 channels worldwide, owns and operates the following television programming services -- MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 90 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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, 7.4 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.

SOURCE Comcast Corporation