



'Comcast Latino' Broadband Portal Launches on Comcast.net

Comcast and Terra Networks Launch New Hispanic Broadband Portal at NCLR Capital Awards

PHILADELPHIA, March 7 /PRNewswire/ -- Comcast (Nasdaq: CMCSA, CMCSK), the nation's number one broadband provider has teamed with Terra.com, the top portal for U.S. Hispanics, to officially launch "Comcast Latino," a new broadband portal offering "En Espanol" content to Comcast High-Speed Internet customers at <http://www.comcast.net>.

Comcast Latino is designed to meet the online needs of the surging number of Spanish-speaking and bilingual individuals in the United States.

One-third of all U.S. Hispanics use the Internet, which is 11 percent larger than the total online population of Spain, and four percent larger than the total online populations of Mexico, Argentina and Colombia combined. (Source: comScore Media Metrix January 2003.) In fact, 14.8 million U.S. Hispanics logged onto the Internet in January 2006 alone. (Source: comScore Media Metrix January 2006.)

"Comcast is committed to providing our large base of Hispanic customers with the content and services that have proven valuable to this community. This includes premium, original country-specific content, for no additional charge, from Terra.com, the top-ranked Spanish-language portal," said Charlie Herrin, senior vice president of Internet product development for Comcast. "The addition of Comcast Latino on Comcast.net further demonstrates Comcast's commitment to providing content that reflects the diverse interests of our customers."

"More English-only media and service providers are trying to appeal to the largely untapped Hispanic market. Terra delivers a comfortable online environment built on our common language -- Spanish -- to our audience evolving by acculturation," said Fernando Rodriguez, CEO of Terra.com. "This historic partnership between our country's number one broadband provider and the number one portal for U.S. Hispanics delivers maximum services and value within a familiar online community framework."

Comcast Latino delivers Spanish-speaking customers with one-click access to a wide range of channels including: Music, Entertainment, Sports, Women (health, beauty, family and more), Autos, News and Photo Galleries. The site also highlights broadband-intensive multimedia products, including exclusive video content, interviews, news and events. Terra Radio's wide range of musical genres, country-specific news from virtually every Latin American nation, and more is available to Comcast High-Speed Internet customers at no additional charge.

This premium, original Spanish-language content is now conveniently located in the same place customers access their email and other Comcast.net services and applications, including: Comcast Video Mail, McAfee, Rhapsody Radio Plus and PhotoShow Deluxe. Comcast High-Speed Internet's fast, reliable speeds -- 6Mbps or 8Mbps -- enhance the value and built-for-broadband lifestyle Comcast provides for its customers.

Comcast Latino Debuts at NCLR 2006 Capital Awards

Comcast Latino will officially launch this evening at the NCLR Capital Awards in Washington, D.C. at 5:30 p.m. ET at the National Building Museum on 401 F Street, NW. This annual event of the NCLR brings together more than 800 elected and appointed officials, Hispanic leaders, community activists, top business executives, philanthropic leaders, and scholars to honor members of Congress for their outstanding support of policies vital to Hispanic Americans.

"NCLR commends Comcast and Terra.com for their commitment to the Hispanic community. The launch of Comcast Latino showcases their growing interest in delivering content and services that are invaluable to Spanish-speaking customers," said Janet Murguia, President and CEO of the National Council of La Raza (NCLR). "We are pleased that Comcast and Terra.com have chosen to debut Comcast Latino at the NCLR Capital Awards -- an event which honors such commitment and dedication."

About Terra Networks S.A.

Terra Networks is a global Internet group with a presence in the U.S. and Latin America. The group operates some of the most popular Web sites in the United States, Spain and Latin America, and is the largest access provider in Spain and Latin

America. Terra.com is the U.S. Hispanic arm of the Terra Networks group providing portal and value-added services to Spanish speaking users in the U.S. Terra is a leader in the U.S. Hispanic online market according to comScore Media Metrix and Nielsen/NetRatings.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 21.4 million cable customers, 8.5 million high-speed Internet customers, and 1.3 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

The Company's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, OLN, 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