



Comcast and Jake 'Body by Jake' Steinfeld Launch Exercisetv

First VOD Network to Completely Integrate Advertising Into Content

New Balance Signs First Multi-Million Dollar Integrated VOD Sponsor Agreement

PHILADELPHIA, Jan. 18 /PRNewswire/ -- Comcast Corporation (Nasdaq: CMCSA, CMCSK), the country's leading provider of cable, entertainment and communications products and services and Jake Steinfeld, of Body by Jake, today announced the launch of exercisetv - the first comprehensive on-demand network dedicated to fitness, sports instruction and motivational programming. Exercisetv offers consumers unprecedented access to the world's leading fitness video/DVD producers 24 hours a day, seven days a week on video on demand. Developed by Comcast and founded by Jake Steinfeld, with New Balance and Time Warner Cable as additional equity partners, exercisetv now is available to Comcast and Time Warner customers with video on demand.

During a pre-launch trial period with Comcast, exercisetv video on demand (VOD) reached more than two million views per month and 20 million workouts viewed over the course of the trial.

Exercisetv is a network developed exclusively for VOD and emerging media formats, such as wireless and online video, which represents a significant shift from the traditional television programming and advertising model. Rather than 30-60 second ads, sponsor-branded messages are completely integrated into the content of the network and include: product placement, branded graphic overlays and educational video segments developed in conjunction with sponsors. New Balance is the first brand to sign a multi-million dollar deal with exercisetv and is the exclusive athletic footwear and apparel sponsor of the network.

"Exercisetv represents the next generation of television networks we are developing that are created for time-shifted, on-demand viewing," said Steve Burke, President of Comcast Cable and COO of Comcast Corporation. "Fitness content is ideally suited for video on demand, and the multi-billion dollar home exercise market offers a great business opportunity for additional exercisetv sponsors. This partnership also is a major step in the evolution of advertising through new and innovative formats."

"Being able to partner on this breakthrough in the home fitness experience with Comcast, New Balance and Time Warner is awesome," said exercisetv Founder Jake Steinfeld. "We're offering the single biggest collection of motivational, sports and fitness programming in the universe. We'll give viewers the best variety, 24x7 access to the world's top trainers and continually refreshed workouts that keep them motivated to stay fit."

With more than 90 programs available at any time, exercisetv offers something for all fitness levels, interests and demographics. Popular and innovative exercisetv programs include:

- Cardio
- Pilates
- Yoga
- Tai Chi
- Sculpting and toning
- Dancing
- Walking
- Kids workouts
- Seniors workouts
- Pre- and post-natal workouts
- Spanish-language workouts
- Sport-specific training and tips
- Advice on selecting the right workout clothing and shoes
- Jake Motivates

An exercisetv Advisory Board of fitness and nutritional experts also will work closely with Comcast and Jake to develop new original programming that will debut on exercisetv later this year. In addition, exercisetv programs will feature original content developed in conjunction with New Balance, including fitness tips and segments.

"New Balance recognizes the importance of athletic activity as part of a healthy, balanced lifestyle. Exercisetv on demand offers consumers an easy way to fit exercise into their own lifestyle, and is an innovative and integrated marketing medium where we can showcase all of our brand's unique strengths," said Jim Davis, Chairman and CEO of New Balance.

This content is now available on Comcast and Time Warner Cable systems nationwide, marking the first widespread distribution of a network developed exclusively for VOD by Comcast.

"As consumers continue to experience and understand the power of video on demand, they are coming to expect even more convenience and more control from this cable-only service," said Fred Dressler, Time Warner Cable Executive Vice President

for Programming. "Exercisetv is a perfect application for VOD as it provides customers with the usefulness of working-out on their own schedule and the ability to self-tailor an individualized training regimen."

Exercisetv's programming is available for no additional charge to Comcast and Time Warner Cable digital cable customers with VOD service, and includes about 90 different programs that would each typically cost about \$14.99 each on DVD, representing a significant value for consumers. Viewers have access to the world's best personal trainers 24 hours a day, and can use the service's DVD-like functionality to work out at their own pace.

The network's companion website <http://www.exercisetv.tv> will become an online destination for additional fitness resources, including tips for planning workout schedules and program samples. In the coming months, viewers will be able to visit the website to purchase items that they see on exercisetv, including fitness apparel, equipment and extended versions of their favorite workouts on DVD.

Comcast, Jake Steinfeld, New Balance and Time Warner will host a conference call today January 18, 2006 at 3 p.m. Eastern Time (ET) to discuss exercisetv. Those parties interested in participating via telephone should dial 1-866-206-2777, confirmation number 13673820, or outside of the US: 1-847-413-2408, confirmation number 13673820.

[To watch samples of exercisetv's video-on-demand programming and view the integrated advertising experience, visit <http://www.exercisetv.tv/pressroom.>]

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, 8.1 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, 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.

About Jake Steinfeld

Jake Steinfeld of "Body by Jake" has been an innovator and entrepreneur since he was responsible for creating the personal fitness training industry with a host of celebrity clients. Jake established "Body by Jake" Inc. in 1980 to develop merchandise, programming, partnerships and other multimedia endeavors, all promoting the benefits of healthy living - and the motivation to get there. Jake was also responsible for creating FiT TV, America's first 24-hour fitness lifestyle television network, which he grew to over 13 million subscribers before selling to Rupert Murdoch's News Corp. in 1998. He re-launched the network in 2004 with Discovery Communications Inc. with over 30 million subscribers. Jake is also the founder of Major League Lacrosse. Now Jake has launched exercisetv, the first fitness on demand television network in partnership with Comcast, New Balance and Time Warner. Most recently, Jake was appointed by Governor Arnold Schwarzenegger to serve as Chairman of the California Council on Physical Fitness and Sports.

About New Balance

New Balance Athletic Shoe, Inc., headquartered in Boston, MA, is a leading manufacturer of technologically innovative width-sized performance footwear and athletic apparel for women, men, and children. The range of product categories includes running, walking, training, basketball, tennis, cleated, sandals and kids. As a privately held company, New Balance has remained committed to a core set of philosophies and strengths including technical superiority, width-sizing, domestic manufacturing, grassroots promotions and strong partnerships with its retailers and suppliers. New Balance is the brand of choice for millions of people around the globe who are serious about their sport - from weekend warriors to elite athletes. For more information please visit <http://www.newbalance.com>.

About Time Warner Cable

Time Warner Cable owns and manages cable systems serving subscribers in 27 states, which include some of the most technologically advanced, best-clustered cable systems in the country with more than 75% of the Company's customers in systems of 300,000 subscribers or more. Utilizing a fully upgraded advanced cable network and a steadfast commitment to providing consumers with choice, value and quality customer care, Time Warner Cable is an industry leader in delivering advanced products and services such as video on demand, high definition television, digital video recorders, high-speed data, wireless home networking and Digital Phone. Time Warner Cable is a subsidiary of Time Warner Inc. (NYSE: TWX).

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