



Comcast Officially Kicks Off NFL Network and NFL Network ON DEMAND

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BALTIMORE, Sept. 13 /PRNewswire-FirstCall/ -- Comcast Chairman and CEO Brian Roberts and National Football League Commissioner Paul Tagliabue will discuss the launch of NFL Network on Comcast cable systems today at an 11:00 a.m. ET news conference that will also be available via a live Webcast in the pressroom section of <http://www.comcast.com>.

Comcast and NFL Network are kicking off the launch this week with a multi-million dollar, multi-pronged marketing campaign that includes television spots featuring NFL Network anchor Rich Eisen, Video Mail outreach with NFL Films President Steve Sabol, plus newspaper ads, direct mail pieces, magazine ads, radio spots and cross channel commitments.

NFL Network is the first channel fully dedicated to the NFL and the sport of professional football. With the launch of NFL Network, Comcast Digital Cable customers will be able to experience the NFL in a whole new way with the 24x7 digital cable channel, video-on-demand highlights, and two weekly condensed games in HD -- all at no additional charge.

Additionally, today marks the first time NFL game highlights, 8 20-minute extended highlights of each NFL game, are available on the Video-on-Demand platform. Comcast, the industry leader in this application, will demonstrate NFL Network ON DEMAND, a cable exclusive product, at today's press conference.

Mr. Roberts stated, "Comcast is a leader in sports programming, and the addition of NFL Network and NFL Network ON DEMAND reinforces our commitment to providing our digital cable subscribers with the most customized sports entertainment experience available anywhere. Our subscribers love the NFL, and NFL Network ON DEMAND is a terrific feature that allows football fans to watch their favorite teams and players as often as they want and at their convenience."

Mr. Tagliabue added, "Establishing this partnership with Comcast was important to the success of NFL Network, and reaching Comcast's 8 million digital cable subscribers is a huge boost. We look forward to working with Comcast to develop and enhance new technologies that will serve our fans in the future."

NFL Network has launched in several Comcast markets, including Atlanta, Baltimore, Boston, Detroit, Jacksonville, Philadelphia, Pittsburgh, Portland, Seattle and Washington, DC. Additional markets will launch NFL Network in the coming weeks, including Chicago, Nashville and Central, Northern and Southern California.

All digital cable customers in Comcast VOD-enabled markets now have access to a unique and customized ON DEMAND lineup that features extended weekly game highlights, as well as team and player features and the best of the Emmy-award-winning NFL Films library.

With Comcast ON DEMAND's interactive, on-screen programming guide, viewing NFL Network ON DEMAND content is quick and easy. Viewers can pause, rewind and fast forward their selections using their Comcast Digital Cable remote control.

About Comcast

Headquartered in Philadelphia, Comcast Cable (<http://www.comcast.com>) 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.

NFL Network

NFL Network will provide millions of fans of the great sport of football and the National Football League with a network to call their own. It will take 84 years of NFL history and combine it with the latest technology to bring television viewers sports entertainment at its highest level. To learn more, please log onto <http://www.nfl.com>.

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