



Comcast and IFC to Offer On-Demand Day and Date Premieres of Independent Theatrical Films

IFC in Theaters Will Create a National Art House for First-Run Independent Films

PHILADELPHIA and NEW YORK, Feb. 28 /PRNewswire/ -- Comcast Corporation (Nasdaq: CMCSA, CMCSK) and IFC Entertainment announced today a groundbreaking agreement to offer IFC in Theaters, marking the first time selected independent films will be available in customers' homes through Comcast's ON DEMAND service on the same day that they are released in theaters. Unlike other day and date concepts, IFC and Comcast will use video on demand to create the first nationwide destination for critically acclaimed independent films.

Beginning in March, IFC in Theaters will debut two independent film titles each month on Comcast ON DEMAND on the same day as their theatrical release. Movies from IFC in Theaters will be available for \$5.99 each in the Movies section of Comcast ON DEMAND, and customers will be able to choose from a selection of four to five films a month.

"This agreement creates a national art house for independent film lovers across the country and ensures, for the first time, that first-run films will be made available theatrically and on demand simultaneously," stated IFC Entertainment President Jonathan Sehring. "The response we are receiving for IFC in Theaters is nothing short of unprecedented. This agreement isn't about simply collapsing distribution windows; IFC in Theaters is enabling independent filmmakers to reach a wider audience in a much more economical manner. The local cinema will always be the first home for film to many film lovers. IFC has always strived to provide independent filmmakers with a strong voice and to help expand the audience of independent film. Now IFC and Comcast will provide independent films with a unique opportunity to extend and expand beyond traditional distribution means."

Added Page Thompson, Senior Vice President and General Manager of Video Services for Comcast, "IFC in Theaters is a great addition to our ON DEMAND lineup, bringing independent theatrical movies to our customers to enjoy on their schedules, from the comfort of their own homes, on the same days the movies are released. We're pleased to work with IFC to provide independent films with a much-needed opportunity to expand beyond traditional distribution means and help ensure that the important independent films of our time have the support they need to reach a national audience."

IFC Entertainment is the division of Rainbow Media engaged in the theatrical distribution and production of independent films. Rainbow Media is also an industry leader in the delivery and production of on demand content.

"Video on demand is the future of entertainment viewing and Rainbow Media has a long history of developing great VOD brands that provide unique content. The VOD platform is tailor-made for the day and date model," stated Lisa Schwartz, Rainbow Media's Senior Vice President of National Accounts and Advanced Services. "It is our hope that IFC in Theaters will become another example of Rainbow's commitment to addressing the content needs of our partners."

IFC in Theaters will include titles such as CSA: THE CONFEDERATE STATES OF AMERICA, executive produced by Spike Lee; I AM A SEX ADDICT, 2005's Gotham Award winner for Best Film Not Playing at a Theater Near You; THREE TIMES, named 2005's Best Undistributed Film by the Village Voice's National Critics Poll; AMERICAN GUN, starring Donald Sutherland, Forest Whitaker, and Marcia Gay Harden; RUSSIAN DOLLS, starring Audrey Tautou; and SORRY, HATERS, starring Robin Wright Penn and Sandra Oh. Last month at the Sundance Film Festival, IFC announced the launch of IFC in Theaters and its plans for simultaneous distribution of at least 24 films theatrically and on demand in 2006.

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 21.4 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.

ABOUT IFC ENTERTAINMENT

IFC Entertainment consists of IFC Films, IFC Productions, InDigEnt (a digital production arm) and the new IFC Center in Greenwich Village. IFC Films is a leading theatrical film distribution company bringing the best of independent and specialized films to theaters. IFC Films releases approximately 10 films per year, building its slate of titles from an aggressive acquisitions program and selected in-house productions.

The company co-produced and distributed the award-winning *Me And You And Everyone We Know*, which is currently in release across the country. Lars von Trier's *Manderlay* is among the upcoming releases. IFC Films is a co-financier and executive producer of *The Night Listener* starring Robin Williams and is currently co-producing *After the Wedding* directed by Susanne Bier, which the banner will also distribute.

Notable IFC films include the Academy Award winning *Boys Don't Cry*, *Touching the Void* which broke box office records to become among the top ten grossing documentaries of all time, 2003 Oscar-nominated *My Big Fat Greek Wedding* and Alfonso Cuarón's *Y Tu Mama Tambien*. IFC Films co-distributed Michael Moore's *Fahrenheit 9/11*.

For more information and upcoming releases, please visit <http://www.ifcfilms.com>.

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