



## Comcast and Yahoo! Announce Display Advertising Partnership

PHILADELPHIA and SUNNYVALE, Calif., April 30 /PRNewswire-FirstCall/ -- Comcast Corporation (Nasdaq: CMCSK, CMCSA), the nation's leading provider of cable, entertainment and communications products and services, today announced that Comcast Interactive Media and Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet company and one of the most trafficked Internet destinations worldwide, have entered into a multi-year strategic partnership for online display and video advertising services on Comcast.net. Comcast.net is a top 10 online site with more than 2.5 billion page views, more than 80 million videos viewed and 15 million unique visitors per month.

"We are delighted with our new long-term strategic partnership with Yahoo!. Their scale, experienced sales force, advertiser relationships and industry leading display advertising capabilities will bring significant new monetization opportunities to Comcast.net," said Amy L. Banse, president, Comcast Interactive Media. "As Comcast continues to grow its online presence we will monetize our other online sites while driving innovative cross- platform services and creating new business models."

Yahoo!'s advertising sales organization will be the primary marketing and sales channel for Comcast.net display and video advertising. Comcast.net will tap into Yahoo!'s extensive network of leading brand advertisers and benefit from Yahoo!'s sophisticated ad-serving, targeting and inventory management capabilities to enable the pricing, targeting, delivery and reporting of display and video advertisements. Comcast Spotlight will continue to bundle Comcast.net in cross-platform and locally-targeted advertising packages to its growing base of local, regional and national advertisers through its existing sales force of over 3,000 sales executives.

"This announcement is consistent with our goal to create the leading advertising marketplace and give our advertisers the ability to connect with their target customers wherever they are on the Internet," said Hilary Schneider, executive vice president of the Local Markets and Commerce Division and the Yahoo! Publisher Network Division at Yahoo!. " With Comcast's high quality broadband audiences, trusted brands can effectively extend their reach and impact as we continue to deliver our advertisers' most relevant marketing messages to the most highly qualified audiences at the right place and time."

Yahoo! and Comcast Interactive Media will collaborate to create and market new sponsorships and custom advertising packages that are supported by Yahoo!'s platform. Yahoo!'s advertising services will be integrated within the redesigned Comcast.net planned later this year. The redesigned Comcast.net will include enhanced features, user experience and new advertising opportunities across the site. Search services and Comcast Interactive Media's other properties are not part of the partnership.

### 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 24.2 million cable customers, 12.1 million high-speed Internet customers, and 3.0 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

### About Comcast Interactive Media:

Comcast Interactive Media (CIM), a division of Comcast Corporation (Nasdaq: CMCSA, CMCSK), develops and operates Internet businesses focused on entertainment, information and communication, including Comcast.net. CIM's products include Ziddio.com, a national multi-platform user-generated site; GameInvasion.net, a national online site offering for hardcore gaming enthusiasts; Fancast.com, a national online entertainment site to be rolled out in 2007; and thePlatform, the industry-leading provider of digital media publishing solutions over broadband and wireless networks.

### About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo!'s mission is to connect people to their passions, their communities and the world's knowledge. Yahoo! is headquartered in Sunnyvale, California.

This press release contains forward-looking statements that involve risks and uncertainties concerning Yahoo!'s strategic partnership with CIM (including without limitation the statements contained in the quotations from management in this press release), as well as Yahoo!'s strategic and operational plans. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties. The potential risks and uncertainties include, among

others, the possibility that expected or planned implementations described may be delayed, may not ultimately be implemented, or if implemented may not be successful; and the anticipated benefits described to Yahoo! may not be achieved. More information about potential factors that could affect Company's business and financial results is included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in Yahoo!'s Annual Report on Form 10-K for the fiscal year ended December 31, 2006 which is on file with the SEC and available at the SEC's website at <http://www.sec.gov> .

SOURCE Comcast Corporation

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