
NEW LINEUP OF ARTISTS JOIN STAND UP TO CANCER ON DEMAND



U2, John Mayer, Mary J. Blige, Celine Dion, Katy Perry and Kenny Chesney Among New Artists Joining Stand Up 2 Cancer On Demand on Comcast

Feb. 9, 2010, PHILADELPHIA, PA and LOS ANGELES, CA: – Comcast Corporation and Stand Up To Cancer (SU2C) have launched the second installment of musical assets for Stand Up 2 Cancer On Demand, the first-ever video-on-demand (VOD) initiative focused on broadening awareness and raising funds for innovative cancer research, which debuted on Comcast in December. Twenty-eight additional artists are providing content to On Demand, adding to the library of musical entertainment that already includes many of the world's biggest stars. In addition, select content from Stand Up 2 Cancer On Demand is available on comcast.net.

Available for no additional cost to viewers in more than 18 million Comcast homes through March 14th, Stand Up 2 Cancer On Demand features more than 60 of viewers' favorite artists including: Beastie Boys, Ben Harper, Celine Dion, Christina Aguilera, Common, The Dixie Chicks, Diana Krall, Duran Duran, John Legend, John Mayer, Joss Stone, Kanye West, Katy Perry, Kenny Chesney, Mary J. Blige, Melissa Etheridge, Ne-Yo, Sugarland, Tina Turner, U2 and more.

Viewers are encouraged by numerous celebrity participants to "stand up" to cancer and make a donation at www.su2c.org/give or call a dedicated 24/7 phone line that appears during the On Demand music videos. Viewers are also able to select content from the "A Reason 2 Give" folder ["On Demand" > "Top Picks" > "Stand Up 2 Cancer" > "A Reason To Give"]. One hundred percent of the proceeds will benefit Stand Up To Cancer's collaborative scientific "Dream Teams" or innovative research projects aimed at bringing better treatments to patients faster. Stand Up 2 Cancer On Demand features compelling entertainment clips and informative messages from scientists, as well as numerous celebrity participants including Meryl Streep, Katie Couric, Brian Williams, Jon Stewart, Salma Hayek and the late Patrick Swayze. Celebrities ranging from the casts of TV shows like LOST, Brothers & Sisters and Community, to an array of personalities including Dr. Oz, the E! News anchors and others are featured in special, tailored messages "wrapped around" the video content, each conveying why it is so important to

support SU2C's distinctive cancer research.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communication products and services. With 23.8 million cable customers, 15.7 million high-speed Internet customers, and 7.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast 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.

About Stand Up To Cancer

The Stand Up To Cancer (SU2C) movement raises funds to hasten the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives. SU2C is a program of the Entertainment Industry Foundation (EIF) and was founded by a group of media, entertainment and philanthropic leaders whose lives have been affected by cancer in significant ways. The group includes Laura Ziskin, executive producer of Stand Up To Cancer's historic September 5, 2008 telecast that aired simultaneously on ABC, CBS and NBC, and a cancer survivor; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen and Vice President Kathleen Lobb; Katie Couric; Rusty Robertson and Sue Schwartz of the Robertson Schwartz Agency; Noreen Fraser, founder of the Noreen Fraser Foundation and a cancer survivor; nonprofit executive Ellen Ziffren. Diane Balma is Stand Up To Cancer's Executive Director.

Founded in May, 2008, Stand Up To Cancer has raised more than \$100 million, and provided funding to five Dream Teams comprised of over 200 exemplary scientists whose projects aim to produce results benefiting patients within the grants' three-year term, as well as 13 young investigators whose innovative, "high risk/high reward" research would not likely receive funding from conventional sources. The American Association for Cancer Research (AACR) is Stand Up To Cancer's partner, and is responsible for administering the grants, and -- in conjunction with the SU2C Scientific Advisory Committee, led by Nobel Laureate Phillip A. Sharp, Ph.D., Institute Professor at

the Massachusetts Institute of Technology and David H. Koch Institute at MIT -- providing scientific oversight. Major League Baseball was the lead donor to contribute to Stand Up To Cancer, and Sidney Kimmel, the country's largest individual supporter of cancer research, pledged \$25 million during the 2008 telecast. Other major SU2C supporters include Amgen, AARP, Bloomberg Philanthropies, GlaxoSmithKline, Revlon, Inter-American Development Bank (IDB), Wallis Annenberg & The Annenberg Foundation, Philips Electronics, Steve Tisch, the Milken Family Foundation, MasterCard Worldwide and many others. In addition to ABC, CBS and NBC, SU2C major media partners include AOL, Condé Nast Media Group, eBay Inc., Facebook, Hachette Filipacchi Media U.S., Hearst Corporation, Los Angeles Times, Meredith Corporation, The New York Times Company, Time Inc, and WebMD.

About the Entertainment Industry Foundation The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues. For additional information on Stand Up To Cancer, please visit <http://www.su2c.org>

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