
COMCAST



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 23.2 million cable customers, 16.4 million high-speed Internet customers, and 8.1 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) and Fancast (www.fancast.com). 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 a large, multipurpose arena in Philadelphia, the Wachovia Center.

Comcast's initial collaboration with SU2C was the launch of *Stand Up 2 Cancer On Demand*, the first ever video-on-demand (VOD) initiative to broaden awareness and raise funds for cancer research. Available in 18 million Comcast homes from December 15, 2009 to March 14, 2010, *Stand Up 2 Cancer On Demand* featured an extraordinary library of musical entertainment from many of the world's biggest stars and groups, including AliciaKeys, Bruce Springsteen, Mariah Carey, Bon Jovi, Lady Gaga, Justin Timberlake, and Sting. Each video included messaging from either these stars or other celebrities, such as evening news anchors Katie Couric and Brian Williams and the casts of TV shows like LOST and Brothers & Sisters, educating viewers about cancer and encouraging them to join the fight against the disease. *Stand Up 2 Cancer On Demand* also debuted the SU2C public service announcement "Up2." Starring Renée Zellweger, Rob Lowe, Minka Kelly and Mandy Moore, among many others, the PSA conveyed the message that it's up to each of us to play a role in ending cancer.

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div.light-box-content, div.light-box-content p {font-size: 12px;font-family: Arial,
Helvetica, sans-serif; color: #707181; } div.light-box-content a, div.dotted-divider a {
color: #ff6600; text-decoration: none; font-weight: bold; } div.light-box-content a:hover,
div.dotted-divider a:hover { text-decoration: underline; }
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