



**FOR IMMEDIATE RELEASE**

**COMCAST, ONE ECONOMY ROLL OUT NATIONAL DIGITAL CONNECTORS PROGRAM  
IN 22 LOCATIONS, INCREASING DIGITAL LITERACY SKILLS, LEADERSHIP TRAINING AND  
DIGITAL COMMUNITY SERVICE**

**WASHINGTON, DC, AND PHILADELPHIA – July 15, 2009** – One Economy and Comcast Corporation (Nasdaq: CMCSA, CMCSK) today announced the rollout of a major technology learning initiative that teaches teens and young adults about broadband technologies and how to put that knowledge to work in a wide range of community service activities. With a \$1.2 million commitment from the Comcast Foundation, the *Comcast Digital Connectors* program will be rolled out in at least 22 locations across the United States.

In each location, groups of young people, ages 14 to 21 from diverse, low-income backgrounds will learn digital literacy skills over one year in both after-school and summer training programs. Participants will work in teams two to three times per week at their local school, community center or affordable housing development. They will volunteer their time at community-based organizations, senior centers, churches, local schools and even in their homes to help improve digital literacy in their communities. They will also have the opportunity to interact with Comcast employees from across the country who will serve as mentors by lending their leadership and expertise to this next generation of digital leaders and innovators.

“One Economy was founded on the belief that there is a nexus between the quality of the information people receive and their quality of life,” said Rey Ramsey, Chief Executive Officer of One Economy. “Comcast Digital Connectors is all about connecting young people and their communities to information that’s essential to improving their lives.”

As the nation’s largest residential Internet service provider, Comcast is contributing to One Economy’s mission to maximize the awareness and adoption of technology in cities and towns across the country. Comcast’s commitment to the Digital Connectors initiative will also help One Economy increase the number of youth who will benefit from the program. To date, nearly 3,000 young people have contributed more than 56,000 hours of community service through the Digital Connectors initiative. The One Economy-Comcast partnership aims to double the number of participants in the program and the hours of service they contribute to their communities.

“This is a really exciting and extremely important initiative for Comcast and the Comcast Foundation. Developing digital literacy skills in young people is essential to their future,” said David L. Cohen, Executive Vice President, Comcast Corporation. “Along with digital education, young people from diverse, low-income communities will experience a unique opportunity to improve their lives and the lives of others by cultivating leadership skills, impacting their neighborhoods through community service and preparing for their bright futures in the workforce.”

The Comcast Digital Connectors program will be rolled out in at least 22 locations across the U.S. Locations include: Washington, DC; Miami, FL; Springfield, MA; Hanford, CA; Dearborn, MI; Denver, CO; Houston, TX; Philadelphia, PA; Tallahassee, FL; W. Palm Beach, FL; Morgantown, WV; Atlanta, GA; Tacoma, WA; Pittsburgh, PA; Chicago, IL; Portland, OR and others.

The curriculum for the Comcast Digital Connectors program will introduce core leadership values and life management skills, teach basic and advanced digital literacy skills, and expose youth to post-secondary and career choices. The students will learn how to network computer labs, connect wireless access points, design computer training modules and create social media projects prompting them to put

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broadband and Internet technology to the greatest use in their communities. Additionally, they will learn about financial management, entrepreneurship and civic engagement.

Comcast powers dreams in the communities we serve by providing access to innovative technology, volunteering our time, giving financial support and partnering with organizations to make our communities stronger. We focus our community investment initiatives on building tomorrow's leaders, promoting community service and expanding digital literacy. Since 2001, Comcast has provided \$1.4 billion in cash and in-kind support to national and local non-profit organizations in 39 states and Washington DC through its community investment program (<http://www.comcast.com/inthecommunity>).

#### **About the Comcast Foundation**

The Comcast Foundation was founded by Comcast Corporation in June 1999 to provide charitable support to qualified non-profit organizations. The Foundation primarily invests in programs intended to have a positive, sustainable impact on their communities. The Foundation's focus areas are volunteerism, literacy, and youth leadership development. Since its inception, the Comcast Foundation has donated more than \$64 million to organizations in the communities nationwide that Comcast serves. More information about the Foundation and its programs is available at [www.comcast.com/InTheCommunity](http://www.comcast.com/InTheCommunity). More information about the Foundation and its programs is available at [www.comcast.com/InTheCommunity](http://www.comcast.com/InTheCommunity).

#### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is the nation's leading provider of entertainment, information and communication products and services. With 24.1 million cable customers, 15.3 million high-speed Internet customers, and 6.8 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](http://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 One Economy**

One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources to build better lives. Learn more at [www.one-economy.com](http://www.one-economy.com). To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East.

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