



FOR IMMEDIATE RELEASE

COMCAST AND ONE ECONOMY LAUNCH THE COMCAST DIGITAL CONNECTORS PROGRAM TO TEACH YOUNG PEOPLE DIGITAL LITERACY SKILLS AND HOW TO USE BROADBAND TECHNOLOGY

HOUSTON, TX – October 12, 2009 – Comcast and One Economy today announced the beginning of a major digital learning and service initiative that teaches teens and young adults how to use broadband technologies and put that knowledge to work in a wide range of community service activities. The program is called Comcast Digital Connectors and will take place during after-school hours at the Association for the Advancement of Mexican Americans Learning Center in Houston, as well as in 21 other locations across the United States.

In each location, groups of young people – aged 14 to 21 – from diverse, low-income backgrounds will learn digital literacy skills such as media arts, networking, and financial literacy for one year during after-school hours. 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 organizations and in their homes to help improve digital literacy in their communities. And, they will have the opportunity to interact with Comcast employees from across the country who will serve as mentors by lending their leadership and expertise to local programs.

“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.”

As the nation’s largest residential Internet service provider, Comcast is contributing to One Economy’s mission to maximize the potential of technology in cities and towns across the country. Comcast’s commitment to the Digital Connectors initiative, developed in 2001, 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.

“The Comcast Digital Connectors program is a great opportunity for young people throughout the Greater Houston area,” said Tony Speller, Senior Vice President for Comcast’s Houston Region. “It will teach them the technology skills needed to advance in education and in the workforce and instill the importance of passing on that knowledge to their neighbors, friends and family in order to improve their lives and community.”

The curriculum for Comcast Digital Connectors covers several broad areas to help Comcast Digital Connectors learn real world applications for broadband technology. Modules include: leadership principles, real world learning opportunities, digital technology skills development, community service, financial literacy, and civic journalism. The students will learn how to network computer labs, connect wireless access points and create video documentaries. Additionally, they will be given instruction in entrepreneurship, healthy living, career and character development. The program also will include creative media projects intended to inspire Comcast Digital Connectors to put broadband and Internet technology to their greatest use in their communities.

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“The Comcast Digital Connectors program does more than prepare Houston’s young people for 21st century workforce and educational opportunities,” said Rey Ramsey, CEO of One Economy. “It also gives them a chance to connect their friends and neighbors to the life-changing resources and information that technology and the Internet can provide. That’s a powerful thing in an increasingly digital economy.”

In addition to Houston, the Comcast Digital Connectors program will be rolled out in 21 additional locations across the U.S. by the end of 2010. Locations include: Washington, DC (July 13); Miami, FL; Springfield, MA; Hanford, CA; Dearborn, MI; Denver, CO; Philadelphia, PA; Tallahassee, FL; W. Palm Beach, FL; Morgantown, WV; Atlanta, GA; Tacoma, WA; Hanford, CA; Pittsburgh, PA; Chicago, IL; Portland, OR and others to be determined.

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, we have provided \$1.4 billion in cash and in-kind support to national and local non-profit organizations in 39 states and Washington D.C. The company has made a \$1.2 million commitment to sponsor the Digital Connectors program for three years, beginning in 2009.

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is the nation’s leading provider of entertainment, information and communication products and services. With 23.9 million cable customers, 15.3 million high-speed Internet customers, and 7.0 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 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. More information about the Foundation and its programs is available at www.comcast.com/InTheCommunity.

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About One Economy and the Digital Connectors

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, including the Public Internet Channel (www.pic.tv), to build better lives. One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. The Digital Connectors program is One Economy's flagship initiative that delivers 21st century technology training to young people from low-income backgrounds, who then share what they learn within their own communities. To date, more than 3,000 Digital Connectors have delivered more than 56,000 hours of technology focused community service. Learn more at www.one-economy.com.

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