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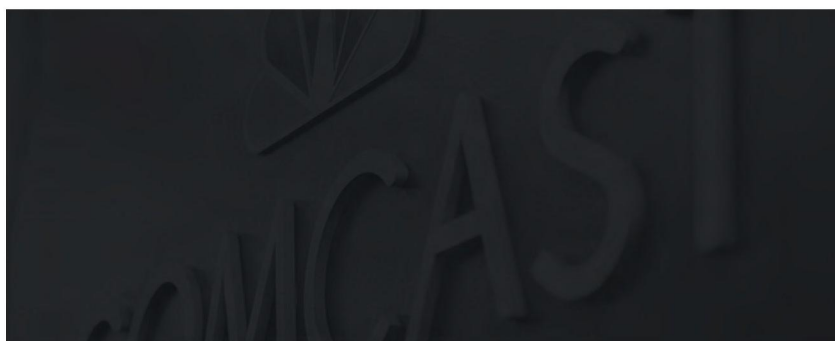


COMCAST

CORPORATE

Comcast CEO Brian L. Roberts Announces Project Infinity: Strategy to Deliver Exponentially More Content Choice On TV

Jan 08, 2008



LAS VEGAS, NV

Comcast Corporation (Nasdaq: CMCSK, CMCSA), the nation's leading provider of entertainment, information and communications, today announced three major

content initiatives at the 2008 Consumer Electronics Show. Comcast CEO Brian L. Roberts unveiled the Company's plan to give consumers more than 1,000 HD choices in 2008, its strategy to begin adding additional HD movies, and announced Project Infinity - its vision to give consumers the ability to watch any movie, television show, user generated content or other video that a producer wants to make available On Demand.

"Project Infinity plans to give consumers the best and most content they will find On Demand anywhere - more HD, more sports, more movies, kids' programs and network TV," said Brian L. Roberts, Chairman and Chief Executive Officer of Comcast Corporation. "Project Infinity builds on our commitment to bring more content to people across all platforms at home and on the go, and we'll work with our partners, programmers and video producers to deliver on this vision."

More Choice - Project Infinity

Project Infinity envisions ever-increasing customer choice that continues the evolution of time-shifted viewing that began with the huge success of Comcast On Demand. Comcast's vision is to give customers exponentially more content choices - all available to consumers at the click of the remote without having to buy any additional equipment.

Project Infinity is a logical extension of Comcast's television and online content strategy, which has fundamentally changed the way people watch video. As Comcast's On Demand library has expanded to offer more than 10,000 selections each month, viewership has grown dramatically, surpassing six billion views since 2003. Comcast customers now are selecting On Demand 100 times per second, with 275 million views monthly.

Comcast will support its plan for Project Infinity using its existing fiber network and national IP backbone. The Company plans to create a system of library servers that will efficiently serve VOD content to consumers from several key locations across the country. This system would enable Comcast to offer exponentially more VOD content.

More HD

Comcast plans to expand its current HD lineup beyond the hundreds of HD choices available today, which is already more than any other provider offers. By the end of the year, Comcast will make available more than 1,000 HD movies and TV shows every month, as well as the most popular television networks in HD as they debut. HD content is the fastest-growing category in Comcast's On Demand library.

More Movies

With 1,300 movie titles available each month, Comcast Digital Cable customers already have access to more movies On Demand than they can find anywhere else. Beginning next year, Comcast plans to offer more than 6,000 movies a month, and more than 3,000 of them will be available in HD. Today, Comcast Digital Cable customers can choose from new releases as well as hundreds of free movies from Sony, MGM, FEARNet and Encore as well as movies from premium networks like Starz, HBO, Cinemax, Showtime and The Movie Channel - all available at their fingertips with no additional equipment.

More Content Online

Today the company also launched Fancast.com, the first online destination that will enable customers to find, manage and watch television and movie content wherever it is available - on Fancast, on television, online, on DVDs or in movie theaters.

Fancast will provide consumers with an easy way to manage their entertainment experience as the number of viewing choices that are available across platforms continues to grow rapidly. In addition, Comcast currently makes more than 90,000 videos available at any time on Comcast.net.

For a webcast of Chairman and CEO Brian L. Roberts' CES keynote address and for additional press information on Comcast announcements at CES, please visit

www.comcast.com/ces <http://www.comcast.com/ces>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com> <http://www.comcast.com>) is the nation's leading provider of entertainment, information and communications products and services. With 24.2 million cable customers, 12.9 million high-speed Internet customers, and 4.1 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, AZN Television, PBS KIDS Sprout, TV One, ten regional Comcast SportsNets and Comcast Interactive Media, which develops and operates Comcast's Internet business. 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.

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