



COMCAST AND MAYOR SEGARRA UNVEIL THE MOST AMBITIOUS AND COMPREHENSIVE BROADBAND ADOPTION EXPERIMENT FOR HARTFORD

Internet Essentials Provides Low-Cost Internet Service, Affordable Computers and Digital Literacy Training to Families with Children Eligible for a Free Lunch under the National School Lunch Program

HARTFORD, CT – August, 11, 2011 –Hartford Mayor Pedro E. Segarra joined Comcast officials today for the launch of Internet Essentials, an ambitious and comprehensive broadband adoption experiment. The Internet Essentials program addresses three of the primary barriers to broadband adoption that research has identified – 1) a lack of understanding of how the Internet is relevant and useful; 2) the cost of a home computer, and 3) the cost of the Internet service. Available to low-income families in Hartford and across Connecticut with children who are eligible to receive a free lunch under the National School Lunch Program (NSLP), the goal of Internet Essentials is to help close the digital divide and ensure more Americans benefit from all the Internet has to offer.

“While America has increasingly become a digital nation, many low-income Hartford families are being left at a disadvantage because they don’t have a computer or Internet service at home to access information for educational purposes. Comcast is leading the charge in making broadband adoption a reality for more families,” said Mayor Segarra. “The City of Hartford is proud to pledge our support, but we can’t do this alone. We need parents, educators, community leaders and other government officials to join in this effort, spread the word and help increase broadband adoption in our community.”

“The Internet is a great equalizer and a life-changing technology,” said Mary McLaughlin, Senior Vice President of Comcast’s Western New England Region, which is headquartered in Connecticut. “Internet Essentials helps level the playing field for low-income families by connecting students online with their teachers and their school’s educational resources and by enabling parents to receive digital literacy training so they can do things like apply for jobs online or use the Internet to learn more about healthcare and government services available where they live.”

Today, during an Internet Essentials launch event at the Wilson-Gray YMCA Youth and Family Center in Hartford, Mayor Segarra, Comcast Corp. Vice President of External and Government Affairs Bret Perkins and Comcast Western New England Region Senior Vice President Mary McLaughlin were joined by elected and community leaders, including U.S. Senator Richard Blumenthal, Connecticut State Senator John Fonfara, State Representative Marie Lopez Kirkley-Bey and Interim Executive Director of the Wilson-Gray YMCA Youth and Family Center Clinton Hamilton, who came out and showed their support.

“This program, which provides free computer training and low-cost Internet access to low-income families throughout the Connecticut towns in which Comcast provides service, is vital to ensuring that more of our students and their parents have the tools they need to be successful in school, at work, and in their daily lives,” said U.S. Senator Richard Blumenthal. “The work being done by Comcast is a model for corporate citizenship and will bridge divides between different regions and communities across our state.”

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Service Details:

Internet Essentials participants will receive:

- Residential Internet service for \$9.95 a month + applicable taxes;
- No price increases, no activation fees, or equipment rental fees;
- A voucher to purchase a low-cost computer for \$149.99 + tax;
- Access to free digital literacy training in print, online or in person.

Additional benefits include Norton™ Security Suite (\$160 value) for comprehensive online security protection at no additional cost.

Eligibility:

A household is eligible to participate in the Internet Essentials program if it meets all of the following criteria:

- Is located where Comcast offers Internet service;
- Has at least one child who is eligible for a free school lunch under the NSLP;
 - (As an example, according to the Department of Agriculture, a household of three would have to make less than \$25,000 a year in income);
- Has not subscribed to Comcast Internet service within the last 90 days;
- Does not have an overdue Comcast bill or unreturned equipment.

Comcast will sign up eligible families in the program for at least three years and through the end of the 2013-2014 school year. Any household that qualifies during this three-year period will remain eligible for Internet Essentials provided the household still qualifies for the program until that child graduates from high school.

For general information about Internet Essentials, please visit www.internetessentials.com for English and visit www.internetbasico.com for Spanish. Educators or third-parties interested in helping to spread the word can find more information at www.internetessentials.com/partner. Parents looking to enroll in the program can call 1-855-846-8376 or, for Spanish, 1-855-765-6995.

In Hartford, Comcast also supports One Economy through the Comcast Digital Connectors program at the Connecticut Puerto Rican Forum and Boys & Girls Club of Hartford. Digital Connectors is a digital learning and service program that teaches teens and young adults from diverse, low-income backgrounds how to use broadband technology and put that knowledge to work to increase digital literacy in the greater community. Comcast also provides courtesy Internet services to Boys & Girls Clubs, schools and libraries throughout the state.

About Comcast Corporation:

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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Media Contacts:

Kristen Roberts
Office: 860-505-2075 / Cell: 860-982-9740
Kristen_Roberts@cable.comcast.com

Laura Brubaker
Office: 860-505-3445 / Cell: 860-281-5440
Laura_Brubaker@cable.comcast.com