



## **Comcast Brings NBA TV To Digital Classic Customers Increasing Distribution Of League's Network**

### **Multiplatform Agreement with NBA Digital Brings Hoops Fans More Than 100 Live Games and More NBA Action On Demand and Online**

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Comcast Corporation (Nasdaq: CMCSA, CMCSK), the nation's leading provider of entertainment, information, and communications products and services, has entered into a long-term agreement with NBA Digital to expand its distribution of NBA TV, providing live games, original programming, and exciting video on demand (VOD) and broadband content to millions of customers.

Comcast will make NBA TV, the league's 24-hour digital television network that offers more than 100 live NBA games, available to millions of Comcast's Digital Classic customers before the 2009-10 NBA regular season. Additionally, these customers will have access to a wide array of NBA content On Demand, including Top 10 Plays of the Night, nightly game recaps, major basketball news of the day, and NBA Entertainment-produced specials. Comcast will also offer NBA content on its online properties, including Comcast.net.

"We appreciate the commitment of our longtime and valued partner Comcast to expand NBA TV's distribution and provide more of its customers with the network's wall-to-wall NBA coverage and innovative programming," said NBA Deputy Commissioner and COO Adam Silver. "Through this agreement, millions of additional fans will be able to experience NBA TV's more than 100 live NBA games, its signature studio shows and Emmy award-winning on-air talent."

"We are excited to bring more NBA action live, on demand, and online to our Digital Classic customers," said Matt Bond, Executive Vice President of Content Acquisition at Comcast Cable. "Whether a fan of the hometown team or one of the NBA's incredible players, our customers will have access to all of the great NBA moments in time for next season."

Comcast will continue to offer NBA LEAGUE PASS, the league's subscription package that provides subscribers with up to 40 out-of-market, live NBA games each week. As part of the package, subscribers will have access to NBA games online at no additional cost through NBA LEAGUE PASS BROADBAND.

"This is a perfect marriage of two multiplatform strategies," said NBA Digital Senior Vice President and General Manager Bryan Perez. "Through this expanded agreement, NBA Digital and Comcast will deliver millions of fans the finest in NBA content via broadcast, VOD, and broadband distribution."

#### **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 NBA Digital**

NBA Digital is a landmark partnership between the NBA and Turner Sports, a division of Turner Broadcasting, Inc., to jointly manage the NBA's digital assets, which include NBA TV, NBA.com, NBA LEAGUE PASS, NBADLEAGUE.com and WNBA.com. NBA TV is the 24-hour digital network of the NBA. Providing the best in basketball coverage since 1999, NBA TV televises hundreds of live NBA games, as well as original series and live event coverage and is available to millions of homes throughout the U.S. and around the world.