



## Comcast First to Launch HBO On Demand® HD

HBO On Demand HD, Featuring Award-Winning Original Programming like *True Blood*®, *Entourage*® and *The Wire*®, Theatrical Films and More, Provides Optimal Viewing Experience to Comcast's HBO® Subscribers

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Comcast Corporation (Nasdaq: CMCSA, CMCSK), the nation's leading provider of entertainment, information and communications, today announced that it is the first cable provider to offer the full HBO On Demand service in HD, bringing the ultimate HBO experience to its customers. As part of this initiative, HBO original and award-winning programming, as well as their extensive movie collection – content which has never been offered in HD On Demand before by any provider – is now available to Comcast On Demand customers who subscribe to HBO.

"Comcast customers will be the first to enjoy the full HBO On Demand product in high definition, including HBO's original programming and movies," said Derek Harrar, Senior Vice President and General Manager of Video Services for Comcast. "No one does HD like Comcast, with the best and the most HD entertainment on your terms."

Comcast's HBO customers have unlimited access to the network's HBO On Demand HD service, featuring current and classic original and award-winning series, comedy, documentaries, family shows, world-class sporting events and motion pictures – allowing them to watch programming when they want and as often as they want. Top programming, from popular hit series such as *True Blood*®, *Entourage*®, *The Sopranos*® and *The Wire*® to blockbuster movies such as *The Dark Knight*, *Mamma Mia!*, *American Gangster* and *Harry Potter and the Order of the Phoenix*, are currently available.

As one of the first video providers to offer HD and VOD services, Comcast is continuously expanding its library of offerings. This initiative with HBO and all of the choices available On Demand are part of Project Infinity, the company's commitment to innovation and the delivery of exponentially more quality content on TV, including more HD. Currently, Comcast's signature On Demand library offers more than 10,000 entertainment programs each month, including more than 1,000 choices in HD available anytime, anywhere and with the ability to pause, rewind and fast-forward selections. With more than 12 billion views to date, Comcast's extensive On Demand library features everything from movies, music and top TV shows to the most popular kids, sports, lifestyle and local programs. Comcast customers now are selecting On Demand more than 300 million times every month.

### 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.