



## Comcast's Brian L. Roberts Named One of America's Best CEOs by Institutional Investor

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### Roberts is Top Vote-Winner in Annual Survey

PHILADELPHIA, Jan. 16 /PRNewswire/ -- Institutional Investor Magazine has named Comcast Corporation's Brian L. Roberts as one of "America's Best CEOs" in its annual "America's Best CEOs" poll of financial professionals appearing in the January 2004 issue. Roberts received more votes than any other CEO in a survey to which 1,374 portfolio managers and securities analysts managing about \$4.5 trillion at 405 investment firms responded.

The article noted Comcast's emphasis on team leadership, the depth and breadth of executive experience within the company, and the success of the recent acquisition and integration of AT&T Broadband. Comcast is the largest provider of broadband television and Internet services in the U.S.

The magazine praised Comcast's "stellar results" and efficient growth and, with the acquisition of AT&T Broadband, the company's transformation into "the undisputed industry leader." "Plain and simple, he's [Brian Roberts] knocked the cover off the ball," noted one investor in the article.

The article also notes Roberts' focus on delivering "sustained, conservatively achieved shareholder value."

As the top vote-getter, Roberts was recognized as the best CEO in the cable & satellite category as well as the broader media sector, encompassing cable & satellite, entertainment, publishing and advertising agencies, and radio and TV broadcasting.

About Comcast:

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is principally involved in the development, management and operation of broadband cable networks, and in the provision of programming content. The Company is the largest cable company in the United States, serving more than 21 million cable subscribers. The Company's content businesses include majority ownership of Comcast Spectacor, Comcast SportsNet, E! Entertainment Television, Style, The Golf Channel, Outdoor Life Network and G4. Comcast Class A common stock and Class A Special common stock trade on The Nasdaq Stock Market under the symbols CMCSA and CMCSK, respectively.

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