COMCAST EXTENDS NATIONAL BROADBAND ADOPTION PROGRAM FOR LOW-INCOME FAMILIES

*Internet Essentials Connects More Than 1.2 Million Americans to the Power of the Internet at Home*

*Company Provides $1 Million in Grants to Non-Profit Partners in More Than a Dozen Communities to Create Internet Essentials Learning Zones*

**Collier County, FL – March 17, 2014** – Comcast is providing more than $1 million in grants to dozens of non-profit organizations across the country, including in Collier County, Florida, in order to create “Internet Essentials Learning Zones.” The grants are part of a multi-faceted Gold Medal Recognition Program for communities that have done the most to help close the digital divide. Community partners play a critical role in enhancing broadband technology access as well as offering family-focused digital literacy training.

In addition to the grants, Internet Essentials eligible families in Collier County who are not currently customers can receive six months of complimentary Internet service if they apply for the program by Tuesday, March 25, 2014. The families simply need to call 1-855-846-8376 or visit www.InternetEssentials.com. For Spanish, they may call 1-855-765-6995 or visit www.InternetBasico.com.

The grants to the Collier County organizations will enable these communities to create a continuum of connectivity— or "Internet Essentials Learning Zones" — that begin in the classroom with wired schools, follow the students to wired libraries, wired computer centers, and wired after-school programs, and end in wired homes when the day is done.

Derek Cooper, Comcast’s Regional Vice President of Government Affairs and Community Investment stated that “Collier County ranked first among school districts of its size for enhancing broadband technology access at home. While this is great news for our community, we recognize we still have a long way to go. Over the coming months, we will be working closely with organizations like Boys and Girls Club, Big Brothers Big Sisters, Junior Achievement, and Champions for Learning to help low-income families get online at home and take advantage of all the Internet has to offer.”

Dr. Kamela Patton, Superintendent of Collier County Public Schools stated that “Our district places a strong emphasis on the use of technology as a tool to enhance the education of our students. Because of this, it is extremely helpful for our students to have connectivity while at home. Affordable home Internet service provided by Comcast goes a long way toward making that connectivity possible, especially for families that may struggle financially. Here at the district, our goal is to put ‘today’s technology in tomorrow’s hands.’ With Comcast as our partner, we are one step closer to doing just that.”

“We at the Boys and Girls Club of Collier County believe technology and family-focused digital literacy training is a critical component to academic success and quality of life,” said Tony Orr, Chief Operating Officer of the Boys and Girls Club of Collier County. “We are thrilled with this announcement from
Comcast to make Collier County an Internet Essentials Learning Zone which will help our members experience the freedom and power of Internet access.”

“In today’s digital world, young people need Internet access at home to truly understand key concepts like free enterprise and work-readiness,” said Anne Frazier, President of Junior Achievement of Southwest Florida. “Comcast’s investment of complimentary Internet service for families who would otherwise be disconnected in a digital world greatly enhances our work to inspire a new generation of entrepreneurs.”

“Comcast has been a great longstanding corporate partner and supporter of Big Brothers Big Sisters,” said Joy Mahler, President of Big Brothers Big Sisters of the Sun Coast. “The Gold Medal recognition program to thank school and community partners for their commitment to Internet Essentials over the past three years is a great way to enhance the momentum of connecting more families to the power of the Internet.”

Additionally, Comcast also announced it has extended Internet Essentials indefinitely – beyond its initial three-year commitment. In just two a half years, the initiative has connected more than 1.2 million low-income Americans to the power of broadband Internet at home. In the State of Florida, through Internet Essentials Comcast has connected more than 160,000 low-income Floridians.

Since 2011, Comcast has invested more than $165 million in cash and in-kind support to fund digital literacy initiatives nationally. Additional key program milestones and facts through the end of 2013 include:

- Comcast and its community partners have provided support for free digital literacy training and education for more than 1.6 million people.
- Broadcast more than 3.6 million public service announcements, valued at nearly $48 million.
- Sold more than 23,000 subsidized computers at less than $150 each.
- Distributed more than 33 million Internet Essentials brochures at no cost.
- Welcomed more than 1.8 million visitors to the Internet Essentials websites in English and Spanish and the Online Learning Center.
- Fielded more than 1.9 million phone calls to our Internet Essentials call center.
- Partnered with more than 8,000 community-based organizations, government agencies, and federal, state and local elected officials.
- Offered Internet Essentials in more than 30,000 schools and 4,000 school districts, in 39 states and the District of Columbia.

Announced in May 2011, Internet Essentials is designed to meet the needs of a specific population – low-income families with school-age children who are not currently connected to broadband Internet at home. However, no single program will completely close the digital divide.

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About Internet Essentials:
Internet Essentials from Comcast is the nation’s largest and most comprehensive broadband adoption program. It provides low-cost broadband service for $9.95 a month plus tax; the option to purchase an Internet-ready computer for under $150; and multiple options to access free digital literacy training in print, online, and in-person. Eligible families must have at least one child eligible to participate in the National School Lunch Program, including public, parochial, private, and homeschooled students. We estimate a total of approximately 2.6 million eligible families live in our service area and therefore could apply for Internet Essentials.

For more information or to apply for the program, visit www.InternetEssentials.com or call 1-855-846-8376, or, for Spanish, visit www.InternetBasico.com or call 1-855-765-6995.

Visit the Internet Essentials Media Center at http://comcastcorporation.com/internetessentials
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