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**COMCAST EASTERN DIVISION OFFERS  
2009 JOHNNY UNITAS GOLDEN ARM AWARD CEREMONY ON DEMAND**

*College Football Fans Receive Free Exclusive Access to Event through Comcast Digital TV*

**BALTIMORE – January 5, 2009** – Comcast Cable is providing college football fans across its Eastern Division footprint with exclusive access to the 2009 Johnny Unitas Golden Arm Award ceremony through Comcast's local video on demand service. A special production of the award ceremony will be available free of charge to Comcast Digital TV customers through June of 2010 for them to watch any time they choose, with the click of their remotes.

The Johnny Unitas Golden Arm Award is presented annually to the nation's top senior college quarterback by the Johnny Unitas Golden Arm Educational Foundation, Inc. and Transamerica ([www.transamerica.com](http://www.transamerica.com)), a leading provider of innovative business and personal financial services. Colt McCoy of the Texas Longhorns accepted the 2009 award at a special ceremony held in Baltimore in early December. Comcast will make exclusive video footage from the event available On Demand, featuring presentations and appearances by special guests including NFL Hall of Famers Bart Starr and Raymond Berry, along with other former Baltimore Colts teammates of Johnny Unitas.

"We are pleased to recognize Colt McCoy this year with the Johnny Unitas Golden Arm Award, along with many talented young finalists from across the country," said John Unitas, Jr., president of the Johnny Unitas Golden Arm Educational Foundation, Inc. "With Comcast's On Demand technology, we can further celebrate their accomplishments and share in a memorable evening with thousands of viewers and college football fans."

"At Comcast, we continually look for ways to leverage our video on demand technology in order to connect our customers with what's important to them," said Noah Kodeck, director of On Demand programming and production for Comcast's Eastern Division. "We are pleased to offer an expanding selection of unique programming around special interests and events like the Johnny Unitas Golden Arm Awards program for our customers to watch and enjoy on their own schedules."

Comcast Digital TV customers throughout Comcast's Eastern Division can find the exclusive production of the 2009 Johnny Unitas Golden Arm Award ceremony by tuning to the main On Demand menu and selecting the "Get Local" folder, then "Sports," then "Golden Arm." Comcast Cable's Eastern Division includes Delaware, Maryland, New Jersey, Ohio, Pennsylvania, Virginia, West Virginia and Washington, D.C.

Comcast offers a variety of sports programming for customers, both on TV and online, delivering live events and programming from all of the major professional sports leagues, the best of college sports and a variety of high school sporting events. In addition to having access to the most popular sports networks in both standard- and high-definition, Comcast Digital TV customers can get a sports fix any time through Comcast On Demand, where they can find special events and programming; player and team information; game recaps; interviews and more. Comcast's signature On Demand service offers

more than 17,000 entertainment programs each month, including more than 2,600 HD choices, available for Comcast Digital TV customers to watch any time, with the ability to pause, fast-forward and rewind.

**About Comcast**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communication products and services. With 23.8 million cable customers, 15.7 million high-speed Internet customers, and 7.4 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 Eastern Division serves approximately 5.7 million residential and business customers across Delaware, Maryland, New Jersey, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia and Washington, DC. The Eastern Division is based in Oaks, Pennsylvania and employs more than 20,000 people.

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