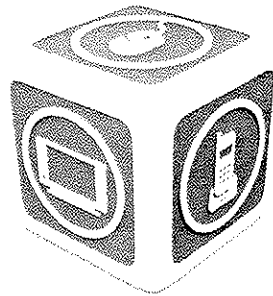


## 12 Things You Should Know About Comcast's Digital Upgrade

*Comcast is Leading the Way to a WORLD OF MORE*

1. Comcast's digital upgrade, called "World of More," is a nationwide initiative that is rolling out neighborhood by neighborhood in an effort to keep customers ahead of the digital curve and bring them access to **MORE** innovative products and services at no additional cost.
2. Comcast's digital service enhancement will offer customers **MORE** high-definition, **FASTER** Internet speeds, **MORE** Video On Demand and the **ULTIMATE** in digital video and sound.
3. World of More is entirely separate from the June 12, 2009, federally mandated DTV transition.
4. One analog channel consumes the same amount of bandwidth as 10 digital or three HD channels.
5. This summer, Comcast will begin delivering its Standard Cable, aka Expanded Basic Cable service (approximately channels 24 to 99; channels vary by area), to customers exclusively in an all-digital format.
6. 85% of Comcast customers in the Philadelphia metro area and New Jersey are already digital.
7. Customers who currently subscribe to Standard Cable service and receive an analog signal directly to the TV set without a Comcast set-top box will need to obtain digital equipment from Comcast. Easy-to-use self-installation kits are available for pick up at local Comcast service centers.
8. Comcast will provide each household with up to three pieces of digital equipment, all of which will come with **NO** additional monthly charge and deliver the added benefits of an enhanced video experience. Nielsen research shows that the average household has 2.8 televisions.
9. Once they install Comcast's digital equipment on their primary TV, customers will **IMMEDIATELY** receive a **free upgrade to digital services** and numerous benefits including:
  - Digital quality picture and sound on **ALL** channels
  - More than 15 additional channels
  - Access to 10,000 **On Demand** programs, with 1,000 available in HD
  - More than 45 commercial-free **music channels**
  - Interactive **on-screen programming guide** with search and parental-control functions
10. In the coming months, Comcast's World of More will bring customers:
  - **MORE** HD choices
  - **FASTER** Internet speeds beyond the 50 Mbps speeds we recently introduced
  - **MORE** On Demand choices
11. Customers who subscribe to Comcast's Limited Basic service – as their primary service or on secondary TV sets – will continue to receive analog programming with **NO** equipment required.
12. As channels are upgraded to an all-digital format in each area, Comcast will communicate early and often with customers to explain what is happening, how it affects them and what actions they need to take – if any.
  - 85% of Comcast customers who need to take action have already made the change. For more information and a step-by-step video demonstration, visit:



# We're enhancing our network.

*So you can get even more from Comcast.*

## Comcast customers:

We're bringing you better features and more channels. But you will need digital equipment to access our enhanced network on all your TVs. Get yours—and make sure you keep your favorite channels.

You will need digital equipment to avoid service interruption on each TV connected to Comcast.

On or about September 15, 2009, you'll need digital equipment from Comcast to watch these channels:



\*Subscription to Expanded Service required. †Lambertville only. \*\*Trenton only.

For more information:

[Comcast.com/digitalnow](http://Comcast.com/digitalnow) | 1-877-634-4434 | Check your mailbox for more details.

Comcast's enhanced network | Faster Internet speeds • Smarter home phone features • New HD channels

Changes apply to Comcast of Mercer County (Trenton) and Comcast of Southeast Pennsylvania (Lambertville). A digital converter, CableCard or Digital Adapter Service is required. Subscription to Limited Basic Service (or, as applicable, the lowest level of service) is required to receive other levels of video service. Service is subject to terms and conditions of Comcast Cable Subscriber Agreement. Call 1-800-Comcast for complete details about service, prices and equipment. Other restrictions may apply. Comcast ©2009. All right reserved.

Trenton/Lambertville-CFRNP2GE



## Fact Sheet

### COMCAST'S DIGITAL UPGRADE – A “WORLD OF MORE”

#### WHAT

It's a digital world. Today, television programming is digital, TV sets are digital, consumer electronics are digital, music is digital (CDs, MP3s, iTunes), movies (HD, BluRay DVD) are digital, and even broadcast television is going digital. Comcast will soon complete its own digital service upgrade.

Comcast is introducing a digital service upgrade called “World of More.” World of More will bring **additional benefits to all Comcast customers** including those who, for the first time, will receive digital-quality channels, video on demand, digital music channels and other features **at no additional cost**.

The network enhancement will also allow Comcast to provide many more HD channels, an expanded On Demand offering, faster Internet speeds and more.

To make World of More possible, Comcast's analog Standard Cable/Expanded Basic channels (approximately channels 24 to 99; channels vary by area) will be delivered exclusively in digital format. The company already delivers a fully digital signal to about 85% of our customer base, and we are now taking steps to provide the benefits of digital to customers who have not yet upgraded.

Following the upgrade, Comcast customers will need digital equipment on TV sets in order to receive the Expanded Basic channel lineup. *Customers will be able to receive Limited Basic channels (basic broadcast channels generally 2 to 23; channels vary by area) with no equipment required.*

#### WHY

Delivering channels via digital format is a more efficient use of the existing cable infrastructure. By re-allocating analog channels to exclusive digital delivery, Comcast is able to triple the space on its network to give customers more of what they want – more HD channels and On Demand, as well as much faster Internet service. One analog channel occupies as much space as 10 digital channels and three HD channels.

World of More allows Comcast Standard/Expanded Basic Cable customers to enjoy a vastly improved television experience with 100% digital picture and sound, thousands of VOD choices, access to more high-def channels and interactive features. **Comcast will provide customers with the equipment needed to receive these benefits at no additional cost.** In other words, **Standard Cable customers receive a free upgrade to digital services.**

The upgrade will deliver a next-generation platform for new services in **Comcast's Trenton and Lambertville systems**, meaning more programming content and features for customers:

- Immediately, Standard/Expanded Basic Cable customers who take action to receive their new equipment will **receive more than 15 new channels to their line-up.**
- With more than 1,000 HD choices, Comcast customers already have the most HD of any provider. Following the upgrade, Comcast will **launch additional HD channels.** In the coming months, **World of More will deliver more of the very best HD channels.**
- Customers already have access to 10,000 VOD choices – the most available – and Comcast will continue to add **more VOD**, which will grow to tens of thousands and ever-increasing choices.
- With this additional network capacity, Comcast will be able to **continue boosting broadband speeds** for customers, which are already available up to 50 Mbps.
- Customers can expect more next-generation features and enhancements in the near future.

#### WHEN

Digital delivery of Expanded Basic channels is slated to be completed in **mid to late summer in Comcast's Trenton and Lambertville systems.**

Prior to the move to all-digital, customers will receive **direct notifications from Comcast** explaining the upgrade and the changes to Standard Cable service.

## HOW

In the time leading up to the pending enhancements, customers can take a few easy, no-cost steps to bring Digital Cable benefits into their homes and prepare for the upgrade to all-digital benefits in their area.

These easy, no-cost steps will bring Digital Cable benefits into customers' homes:

### *Step 1: Install...that's all.*

Customers who currently subscribe to Comcast's Standard/Expanded Basic cable service and receive an analog signal directly to the TV set without a set-top box from Comcast will need to:

- Use a simple self-install kit to hook up a new device on their own (a very easy, no-cost process that many thousands of customers have already completed). Kits can be picked up at a Comcast service center.
- There are no installation costs if customers pick up and connect the devices.
- Professional installation of equipment is also available. A technician visit costs about \$18.

In order to make the process as easy as possible for customers, Comcast will give each household up to **three pieces of digital equipment: A digital set top box and two digital adapters**, all of which come with no incremental monthly fee. *Industry research shows the average household has 2.8 televisions.* Additional adapters cost \$1.99/month; based on level of service, additional set-top boxes cost \$5 to \$9/month.

### *Step 2: Channels Upgrade to Digital.*

Channels will transition to all-digital delivery in mid to late summer (when finalized, and well in advance of any changes, specific dates will be shared widely).

If a customer chooses not to take the equipment Comcast is providing, they will receive only the Limited Basic tier of channels following the upgrade date. The Limited Basic lineup includes local broadcast stations like ABC, Fox and NBC, shopping channels, Univision and various public access and government channels.

### *Step 3: Access to a World of More.*

Customers who have Standard/Expanded Basic Cable will have access to significant benefits including:

- Digital quality picture and sound on all channels
- Access to more than 15 additional channels
- Thousands of free On Demand programs, 45+ digital music channels, interactive program guide and parental controls – all delivered by a digital set top box from Comcast.
- Access to HD channels, plus more than 1,000 HD On Demand choices.
- Up to three digital devices (one set top digital box and two adapters) included at no additional monthly charge
- More exciting features from Comcast in the months to come.