FOR IMMEDIATE RELEASE:

THE HISTORY CHANNEL® AND COMCAST TEAM UP
FOR AN EXCLUSIVE VOD AND BROADBAND PROMOTION
TO SUPPORT THE UPCOMING LANDMARK SPECIAL

10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA

First Episode From Special To Debut on Comcast ON DEMAND
Prior to Program’s Premiere on The History Channel

March 21, 2006 – New York/Philadelphia – The History Channel® has partnered with Comcast for an exclusive VOD and broadband promotion to support the network’s upcoming special event, 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA.

Comcast Digital Cable customers can view the first episode of this new series, Antietam, on Comcast’s ON DEMAND VOD service on April 2nd, one week prior to the program’s April 9th debut on The History Channel. The nine remaining episodes will be available ON DEMAND a week following their premiere on The History Channel along with interviews with historians and the ten directors of the program. Comcast High-Speed Internet customers will have access to video clips of behind-the-scenes footage, interviews with the special’s directors and more.

Comcast is promoting the 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA VOD programming on multiple platforms including cross-channel spots promoting the linear broadcast, bill stuffers, direct mail pieces and email marketing, as well as via the company’s ON DEMAND microsite at www.comcast.com/whatsondemand. The broadband component will also be promoted through multiple platforms, including cross-channel spots and counter cards and video at Comcast mall kiosks.

VOD

The Comcast VOD premiere of 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA marks the first time that The History Channel has debuted a program on VOD prior to its network premiere. The premiere episode, Antietam, was directed by Emmy® Award and Peabody Award winner Michael Epstein (Final Cut, The Battle Over Citizen Kane) and narrated by Jeffrey Wright. The film focuses on the bloodiest battle in American history and its momentous military and political implications, including Lincoln’s issuing of the Emancipation Proclamation.
In addition to offering the nine other films the week after their premiere, Comcast ON DEMAND will provide viewers the opportunity to learn more about this unique television event with the program, HistoryCENTER Special: 10 Days That Unexpectedly Changed America, which features interviews with historians who were involved in the selection of the events chronicled in the special. Comcast ON DEMAND also will offer interviews with the ten directors of the program.

Online

Video clips will be available on The Fan™, Comcast.net’s award-winning multimedia broadband player. Clips will include behind-the-scenes footage, interviews with the special’s directors and more. The Fan offers the easiest way for users to watch, organize and search for their favorite video content on Comcast.net (www.comcast.net).

“We think this is a great opportunity for Comcast and The History Channel to work together to support mutual business goals,” said David Zagin, Executive Vice President, Distribution, A&E Television Networks. “In addition to driving tune-in to the linear broadcast of the special, the on-demand and online content add value to Comcast’s digital cable and high-speed Internet services.”

Added Page Thompson, Senior Vice President and General Manager of Video Services for Comcast, “This promotion is a great example of the power of the on-demand and online platforms to promote awareness of and interest in high-quality, compelling programming. We’re pleased to work with The History Channel to bring our customers 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA and the additional content about this program, all available on their schedule.”

10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA is comprised of 10 films, each created by a different award-winning documentary filmmaker or filmmaking team, spotlighting 10 historic events that triggered seismic shifts in America’s political, cultural or social landscape. Using a range of storytelling techniques including re-creations, animation, interviews, archival footage and historical artifacts, the series offers viewers a fresh perspective on well-known historical incidents while also shining a light on the tremendous impact of less frequently cited events.

10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA is not intended to be a countdown or a list of the most important days in U.S. history. The History Channel challenged the filmmakers to go beyond the predictable, and to think about different and interesting ways to illuminate familiar and lesser known events that would be intriguing to the audience. 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA will air on The History Channel for five consecutive days with two programs premiering each night from Sunday, April 9 through Thursday, April 13 at 9-11pm ET/PT.

Award-winning filmmaker Joe Berlinger (Paradise Lost, Brother’s Keeper), who directed one of the films, is Co-Executive Producer of the project and played an integral part in selecting the film’s directors and overseeing the series’ creative direction. 10 DAYS THAT UNEXPECTEDLY CHANGED AMERICA is produced by The History Channel in association with @radical.media.
Supervising Producers for @radical.media are Greg Schultz and Sidney Beaumont. Susan Werbe (The Presidents; The Crusades: Crescent & The Cross; FDR: A Presidency Revealed) is Executive Producer for The History Channel.

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (http://www.comcast.com) is the nation’s leading provider of cable, entertainment and communications products and services. With 21.4 million cable customers, 8.5 million high-speed Internet customers and 1.3 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

The Company’s content networks and investments include E! Entertainment Television, Style Network, the Golf Channel, OLN, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. The Company also has a majority ownership in Comcast-Spectator, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia. Comcast Class A common stock and Class A Special common stock trade on The NASDAQ Stock Market under the symbols CMCSA and CMCSK, respectively.

The History Channel® is one of the leading cable television networks featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned six News and Documentary Emmy® Awards and received the prestigious Governor’s Award from the Academy of Television Arts & Sciences for the network’s Save Our History® campaign dedicated to historic preservation and history education. The History Channel reaches more than 89 million Nielsen subscribers. The website is located at www.History.com.

Press Only: For more information and photography please visit us on the web at www.historychannelpress.com.

###