

RADIANCE



Radiance, a Division of Comcast Media Center, Unveils Industry First: All-Digital, End-to-End, HD and SD Ad Distribution

Automated Advertising Distribution Encourages Advertisers, Agencies, and Post-production Houses to Go Digital; Broadcast Networks and Cable Operators Appreciate Simplified Ad Receipt and Management

Denver – June 2, 2009 – Radiance, a leading provider of digital delivery systems for moving and managing large, high-value digital assets, today announced the launch of the Radiance® AdDelivery™ service – the first software-based solution providing advertisers, agencies and post-production houses an automated process for error-free, secure delivery of spot ads in both SD and HD formats. With this announcement, Radiance provides an ad distribution solution that could eliminate the need for manual, time-intensive, tape-based methods by automating the ad distribution process and providing a suite of reporting tools that support cable operators and broadcast networks. Radiance’s AdDelivery solution is supported by world-class 24/7/365 customer service. With end-to-end visibility of the distribution process, the advertising industry can now go digital with greater confidence, potentially saving time and reducing operating expense. Radiance is a division of the Comcast Media Center (CMC).

AdDelivery builds upon the rich history that Comcast Media Center (CMC), a subsidiary of Comcast Corporation (NASDAQ: CMCSA), has created in content management and delivery. A pioneer in interactive TV (iTV) and Video on Demand (VOD), CMC delivers over 9,000 SD and HD on-demand assets per month and handles over 40,000 pieces of media per month. With a legacy in live television, CMC manages over 5,000 live events per year, while delivering over 1,125 linear video channels over both satellite and fiber.

It is anticipated that as a software-based system, AdDelivery will provide a superior alternative for broadcast networks, television stations and cable operators who want to eliminate the high costs of hardware-based tools. Current spot distribution systems are cumbersome and labor intensive, requiring manual processes to encode, verify, QC and audit spots. Today, the bulk of HD spots are delivered using tape. AdDelivery’s reliable SD and HD spot delivery and management system, automates the spot distribution process through the delivery of ad spots to the correct destination, with the audio and video quality tailored to the requirements of each location.

“AdDelivery builds upon the stability and time-tested technology that our customers have come to rely on from us for distributing highly proprietary, mission-critical files,” said Gary Traver, Senior Vice President and Chief Operating Officer for Comcast Media Center. “Customers want a choice in spot

distribution and management, but also need to know that their supplier offers stability and a tradition of high performance. Radiance is pleased to answer that challenge with AdDelivery.”

Designed for compatibility with existing and emerging video standards, AdDelivery is an automated advertising distribution process that is expected to enable customers to expedite the delivery and handling of the traditional linear advertising they manage today, combined with the CMC’s capability to support advanced advertising formats such as iTV, VOD and RFI (Request for Information).

Radiance, a division of Comcast Media Center (CMC), offers a suite of file delivery systems long used by multi-national firms to manage and simplify the distribution of large proprietary files throughout their internal networks and also by using the public internet. AdDelivery leverages the architecture of those systems, incorporating technology that automates the delivery of advertising files over the internet. For additional product, technical and availability information about AdDelivery, please see www.Radiance.com.

About Comcast Media Center

Denver-based Comcast Media Center (CMC), a subsidiary of Comcast Cable, provides centralized content management and distribution solutions for cable systems, video content providers and advertisers. More information about the CMC is available at <http://www.comcastmediacenter.com>.

About Radiance

Radiance, a division of the CMC, is a leading provider of digital delivery systems for moving and managing large, high-value digital assets through any network with speed, security, control and reliability. More information about Radiance is available at <http://www.radiance.com>.

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