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News

Comcast Interactive Media Names Karin Gilford Senior Vice President of Fancast and Online Entertainment

PHILADELPHIA-(Business Wire)-July 17, 2008 - Comcast Interactive Media (CIM), the division of Comcast Corporation (Nasdaq:CMCSA, CMCSK) dedicated to developing and operating online and cross-platform entertainment and media businesses, today announced that Karin Gilford will join the company as Senior Vice President of Fancast and Online Entertainment. In this role, Gilford will build and manage Fancast, CIM's cutting edge online video and entertainment site as well as seek and grow additional opportunities for CIM in the online entertainment space. Gilford will report to Amy Banse, President of Comcast Interactive Media.

Gilford, is an eight-year Yahoo! veteran, where most recently she served as Vice President and General Manager of Yahoo! Entertainment leading all programming, content and business strategy for the entertainment consumer websites: Yahoo! Movies, Yahoo! Music, Yahoo! Television, OMG, Shine and Yahoo! Games. While at Yahoo!, she successfully increased traffic and monetization across the company's entertainment properties and pioneered programming relationships with networks for full length video content. Gilford was responsible for the redesign and re-launch of Yahoo! TV, doubling traffic and revenue on the site and growing unique visitors to the highest in the history. She also led Yahoo! Movies to become number one among portal competitors increasing unique visitors by 50% in nine months.

"Karin is a great addition to the CIM family. She understands our vision for a seamless, multi-screen entertainment experience and how the internet can and should play a role in managing that experience," said Banse. "Her proven track record of developing and growing multiple online entertainment businesses from TV to music to movies will be a tremendous asset to Fancast and our online entertainment strategy. I'm thrilled to welcome Karin to our team."

Fancast.com, CIM's online entertainment destination, enables users to find, manage, and watch entertainment content wherever it is available - on Fancast, on television, on VOD, online or in theaters. The site offers over 4,000 free full length episodes of new and retro television shows, including many streaming full length movies. Fancast has ever-growing content from NBC, Fox, CBS, WB, Viacom and other popular networks. CIM also owns other online properties including Fandango, Movies.com, Comcast.net, thePlatform, Plaxo. Fandango and

Plaxo will continue to report to Sam Schwartz, EVP of Comcast Interactive Media.

Before joining Yahoo!, Gilford held positions in business development and finance at Paramount Pictures International Television, L.A. Digital Post, Inc and Ernst & Young LLP. She received her Master of Business Administration from University of Southern California and Bachelors of Science from California State University Northridge.

About Fancast

Fancast.com: Fancast (www.fancast.com), created by Comcast Interactive Media, is the first online destination that enables users to watch, manage and find entertainment content wherever it is available - on Fancast, on television, online, on DVD or in theaters. On Fancast, users can view an expanding free library of full episodes and clips from movie partners and top networks, find the content they are looking for across multiple platforms and create a personalized entertainment experience. Fancast features like the "Watch It" tool make it easy to access content wherever it lives while "Six Degrees" helps them explore the connections between TV shows, movies, cast and crew. Shortly, Fancast will enable users to set their DVR from their computer, receive email reminders about what they should tune-in to based on previous preferences and set designated "Watch Lists" of their favorite shows.

About Comcast Interactive Media

Comcast Interactive Media (CIM), a division of Comcast Corporation (Nasdaq: CMCSA, CMCSK), dedicated to developing and operating online and cross-platform entertainment and media businesses, including Comcast.net (www.comcast.net). CIM's products include Fandango.com, a top movie and entertainment destination, selling movie tickets at over 15,000 screens; Fancast.com, a national online entertainment site; thePlatform, the industry-leading provider of digital media publishing solutions over broadband and wireless networks; and Plaxo an online social networking based platform.