"I AM COMCAST"

Our Commitment to Diversity and Inclusion

comcast®
dream big℠

Book_English_092111_r2.indd 1 11/29/11 11:45 AM

Comcast's Commitment to Diversity and Inclusion

"We will respect and reflect the customers, communities and cultures we serve."

This is a touchstone of our Comcast Credo, and a tradition that is woven into our Comcast business practice. Every day, Comcast derives its strength from our connections to local communities.

We believe an inclusive workplace and business philosophy generates the best talent and innovation. We also believe that a workplace for employees and suppliers free from discrimination and harassment is not enough - we are committed to setting an example by actively recruiting, developing and enhancing our diverse employee base, in order to reach our full potential.

What distinguishes Comcast within our industry is that our employees are fully woven into the fabric of communities. Our employees live, work, and raise their families everywhere that Comcast provides service, and being an active part of those communities is an integral part of our success. As you'll see in this booklet, our diversity commitment is organized into four focus areas: Recruitment and Career Development, Supplier Diversity, Programming, and Community Investment. Whether it's sponsoring an athletic event for veterans with disabilities, offering specialized internships for Asian and Hispanic students, volunteering our time and financial resources to a non-profit organization serving the African American or LGBT community, or introducing specific programming to better serve the needs of both English-speaking and foreign-language audiences, we always prioritize the needs and interests of our consumer communities.

Our commitment to diversity dates back to Comcast Founder, Ralph Roberts, who took an active leadership role in national and local organizations fostering diversity. Today, we continue to promote diversity within Comcast and throughout the diverse communities we serve. Led by David L. Cohen, Executive Vice President and Chief Diversity Officer at Comcast, we are fostering best practice diversity and inclusion efforts throughout our organization.

Others have also recognized Comcast's commitment to diversity, as we've been the recipient of numerous honors and awards:

- *Diversity Inc "Top 25 Most Notable Companies"*
- *NaVOBA (National Veteran-Owned Business Association) "Top 10 Best Corporations for Veteran-Owned Businesses"*
- *"Regional Corporation of the Year" by the Women's Business Enterprise Council of Pennsylvania, Delaware, and Southern New Jersey*
- *Hispanic Business Corporate Diversity in America list*
- *Latina STYLE Magazine "Best Companies for Latinas"*
- *CableFAX: The Magazine's "Top Places to Work in Cable"*
- *Comcast scored 95/100 on the Human Rights Campaign Corporate Equality Index*
- *G.I. Jobs "Top 100 Military Friendly Employers of 2010"*

As a company, we are committed to diversity - in our governance, our employment practices, our programming decisions, our supplier purchasing, and in our community investments. Diversity and inclusion is not only the right thing to do, it is also a core principle for the way we conduct our business, community by community.

Recruitment and Career Development

Attracting Talent. Growing Potential.

Comcast is committed to a diverse and inclusive workforce, reflecting the communities where we live and work.

Attracting Diverse Talent

To find and attract the best applicants from a range of diverse backgrounds, Comcast works closely with our diversity partners to recruit great talent from across the country. Additionally, our recruiting teams attend a number of diverse professional conferences for business professionals seeking employment.

Developing Our Workforce

We believe that our company can only be as strong as our workforce, and we are committed to each employee's professional success.

Through Comcast University, we provide the training necessary for individuals to achieve their professional development goals. The programs include employees at all levels, and in all locations throughout Comcast's footprint.

For our frontline employees, Comcast has established three programs designed to provide career paths within the company. The CommTech program for field technicians, the CommCare program for Customer Account Executives (CAEs), and the XOC program for our eXcellence in Operations employees all provide training and ultimately link demonstrated skills, knowledge and performance with compensation and advancement.

We also have internal leadership development programs aimed at preparing high-potential employees for future leadership roles, including the Fundamentals of Leadership (FOL) program, which focuses on creating bench-strength at the senior manager and director levels and above.

The Executive Leadership Forum (ELF), Comcast's flagship leadership program, focuses on the continued development of leaders at the senior management level. The goals of ELF are to deepen participants' understanding of our business, broaden their appreciation of various leadership styles, and enable them to flex new leadership skills.

The Financial Management Leadership Program (FMLP) provides an opportunity for high-potential, early-career finance and accounting professionals to obtain broad financial, operational and leadership skills and experience. This three-year program offers participants a well-rounded business education through executive mentoring, unique rotational assignments and customized financial & leadership curriculum.

Highlights

- Comcast employs minorities and women as the heads of cable systems in many of the company's top markets, including Western New England, Philadelphia, Chicago, South Florida/Miami, Utah, Colorado and Portland.
- In 2010, Comcast University provided over 4.25 million hours of leadership, technical/operations, customer service and culture training to Comcast employees.
- 40% of Comcast's employees are minorities.
- Comcast partners nationally with numerous organizations on recruiting efforts and professional development initiatives, including the National Association for Multi-Ethnicity in Communications (NAMIC), the National Urban League, National Black MBA Association (NBMBAA) the National Society of Hispanic MBAs (NSHMBA), the National Association for Asian American Professionals (NAAAP), Women in Cable Telecommunications (WICT), Society of Women Engineers, the Disabilities Expo for people with disabilities, and local military expos.

comcast.com/diversity

Supplier Diversity

Supporting Businesses and Expanding Opportunities

Comcast's Supplier Diversity program gives every business, regardless of its ownership or size, an opportunity to compete for business within our company.

Our Commitment

We aim to provide equal access and opportunity to all suppliers, and to facilitate nondiscriminatory business relationships with diverse firms. We believe that diversity in our supply base is integral to our continued success. Comcast's Supplier Diversity Program is designed to promote, increase, and improve the participation of diversity-owned businesses in our supply chain. It provides Comcast purchasers with reliable resources; it creates jobs; it strengthens our purchasing power; and it builds value for our shareholders. We reach out to diverse vendors to show them how to do business with us, we participate in business expos across the country, and we partner with numerous organizations that promote diversity in business.

Outreach

All levels of Comcast are committed to providing equal opportunity to diverse suppliers and to actively seek business opportunities with a full range of vendors and suppliers. Comcast's corporate leadership works with division and region executives to establish and implement local purchasing programs for diverse suppliers.

These businesses are given the opportunity to network with Comcast management through supplier diversity events, and we provide referrals both within and outside of Comcast to help them grow and achieve their business goals. We also encourage our larger vendors to support our diversity efforts by partnering with or using diverse suppliers themselves. Resources such as the "Diversity" section of our website help make it easy for diverse suppliers to register their company information and do business with us. The site provides a list of goods and services that Comcast regularly purchases, as well as an Online Registration Tool for companies to be included in our national directory of diverse vendors. This directory is accessible to Comcast divisions throughout the country that are looking to make a purchase. Over 20,000 vendors have registered on the site since its inception.

Diverse suppliers provide us with unique perspectives and insights that make us better equipped to innovate and tailor our services to the needs of the many communities we serve. By welcoming diverse suppliers into the bidding process, we improve competitiveness and ensure that Comcast gets the best value for the products and services we purchase.

Highlights

- We partner with numerous organizations that promote diversity in business, including the U.S. Hispanic Chamber of Commerce (USHCC), US Pan Asian American Chamber of Commerce, National Black Chamber of Commerce, the National Urban League (NUL), the Walter Kaitz Foundation, the National Minority Supplier Development Council, Inc. (NMSDC) as well as the Women's Business Enterprise National Council (WBENC).
- Comcast was recognized for the fifth time by Vetrepreneur Magazine as one of the "Top 10 Corporations for Veteran-Owned Businesses."
- Comcast was named one of "America's Top 50 Corporations for Multicultural Business Opportunities" by DiversityBusiness.com, the largest organization of women and minority-owned businesses in the country.
- In 2010, Comcast joined several large corporations to create the Inclusion Initiative. Through this initiative, Comcast is working with the National Association of Minority and Women Owned Law Firms (NAMWOLF) to identify best practices for major corporations to maximize relationships with minority and women-owned law firms throughout the United States.

comcast.com/diversity

Programming

Serving Communities and Reflecting Cultures

Comcast embraces the opportunity to bring the world to our customers and is committed to offering programming that reflects the cultures and lifestyles of the customers we serve.

Diverse Program Offerings

Comcast is committed to delivering programming that reflects the diverse interests of our customers. Comcast is focused on expanding our offerings for Hispanic, African American, Asian Pacific Islander, Russian, Chinese, Indian, Korean, Arabic, Filipino and Portuguese audiences, among others.

We have signed deals with over 185 multicultural networks featuring programming from around the world (including over 85 deals with Hispanic networks alone). This provides us with the flexibility to customize offerings that reflect the demographics of each of our markets.

Comcast invests in many channels that celebrate women's issues and interests, including: Style, iVillage, and the Oxygen channel.

For lesbian, gay, bisexual and transgender (LGBT) communities, we carry Logo as part of our digital cable packages in select markets. Logo shows films, documentaries, newscasts and quality programs and specials. In addition, the here! network is available as a subscription-based On Demand offering from Comcast. The network offers programming appealing to a broad-based, diverse LGBT audience.

Our programming team is also working to continually expand multicultural content offerings through Comcast's Xfinity TV, Video On Demand and XfinityTV.com.

Developer of Diverse Content

In our role as a programming content provider, Comcast also looks for partnership opportunities to create new programming for our diverse audiences. TV One, for example, which was created by Comcast and Radio One, is a full-time network that offers a broad range of lifestyle and entertainment oriented programming designed to entertain, inform and inspire African American viewers.

Highlights

- Comcast launched Cinema Asian America, a new On Demand destination featuring Asian American content that reflects the diversity and depth of Asian American culture and its cinema. Comcast also launched Black Cinema On Demand, a new monthly offering dedicated to the celebration of African American filmmakers and actors past and present.
- Comcast has launched two subscription video on demand services: Filipino On Demand, which offers 100 choices of movies and celebrity concerts from the Philippines; and Bollywood Hits On Demand, a South Asian subscription video on demand service featuring 40 choices of content from India.
- Mun2, a 24/7 bilingual network featuring both original and acquired programming targeting Latino youth, is available on our popular digital tier to customers in most Comcast markets.
- The Gospel Music Channel, a 24/7 music and entertainment network devoted to gospel/Christian music is available in several markets, including Philadelphia, Boston, Miami, San Francisco, Minneapolis, Denver, Houston, Pittsburgh.

Book_English_092111_r2.indd 6 11/29/11 11:45 AM

Community Investment

Empowering Communities and Enriching Lives

Through partnerships and contributions, Comcast works hard to ensure our communities' ongoing prosperity and success.

Our Commitment to Communities

Comcast partners with local organizations to strengthen the neighborhoods we serve across the Comcast footprint of 39 states and more than 26 million customers. We tap the full range of our resources – our employees, the Comcast Foundation, corporate giving programs and our signature community investment initiatives. We strengthen and promote our deep connections with local communities, and to distinguish us in an increasingly competitive marketplace.

In 2010, Comcast's charitable support exceeded $380 million, and the Comcast Foundation provided $13.8 million in grants to nearly 900 local non-profit organizations and other charitable partners across the country. To maximize our impact, we focus our Community Investment efforts in three important areas where we hope to make a significant and measurable impact – expanding digital literacy, promoting community service and building tomorrow's leaders.

Our Partners

Comcast partners with a wide range of established local and national organizations, leveraging their expertise and existing relationships to meet the needs of our communities.

Our national partners include City Year, United Way, Big Brothers Big Sisters, One Economy, the Partnership for a Drug-Free America, the National Urban League (NUL), National Council of La Raza (NCLR), and Boys & Girls Clubs of America (BGCA).

Educating the Community

Education is at the core of many of our community initiatives. Our support for the Emma L. Bowen Foundation, Congressional Hispanic Caucus Institute (CHCI), Organization of Chinese Americans (OCA), INROADS and T. Howard Foundation internship programs provide leadership development opportunities to multicultural college students.

In 2010, Comcast hosted 62 Emma L. Bowen Foundation interns, sponsoring more students than any other partner company.

Highlights

- As part of our $10 million partnership with Big Brothers Big Sisters (BBBS), Comcast provides airtime support for Public Service Announcements (PSAs); board member and chapter support in Comcast-BBBS shared markets; program sponsorships and training for BBBS staff leaders. Additionally, Comcast launched the Beyond School Walls BBBS mentoring program that serves diverse youth in nine markets: Salt Lake City, UT; Minneapolis, MN; Houston, TX; Hartford, CT; Pittsburgh, PA; Detroit, MI; Portland, OR; Jacksonville, FL; and Philadelphia, PA.
- Our partnership with United Way raises necessary funds to address issues specific to local Comcast communities. In 2010, Comcast employees contributed nearly $4.8 million to United Way, and the Comcast Foundation contributed an additional $1.5 million in grants to local United Ways in recognition of our employees' generosity.
- Comcast Cares Day, our annual day of volunteer service, reaches neighborhoods in 39 states and Washington D.C. Our community partners for Comcast Cares Day projects are predominantly organizations serving critical needs in lower income neighborhoods. Since 2001, Comcast Cares Day has mobilized over 1.7 million hours of community service to nearly 3,000 projects nationwide.
- In the 10 years since the Comcast Leaders and Achievers Scholarship program began, we have awarded more then $13.4 million in grants to more than 13,400 students. In 2010, approximately 43% of scholarship recipients were from diverse backgrounds.

Book_English_092111_r2.indd 7 11/29/11 11:45 AM

For more information about Comcast's
commitment to diversity, please visit
www.comcast.com/diversity