Comcast Corporation

2010 Corporate Responsibility Report

Comcast

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A Message from Our Chief Executive Officer

Welcome to Comcast's 2010 Corporate Responsibility Report

Since Comcast's founding nearly 50 years ago, we have been a "local" company serving thousands of communities nationwide.

We strive to deliver value to our shareholders while conducting business in a way that offers an unmatched media, entertainment, information, and communications experience while also working to minimize our impact on the environment.

As you'll see in the following pages, in 2010 we increased our sustainability initiatives and provided over $380 million in cash and in-kind contributions to charitable organizations across the country. We also had over 60,000 Comcast employees, families members and friends volunteer at hundreds of locations nationwide beautifying neighborhoods, upgrading schools, cleaning parks, and performing many other service projects. We did all this while also creating innovative new products and services and building on our commitment to improve the overall customer experience.

For example, in 2010 we introduced our Xfinity TV online service, which gives customers access to their On Demand content online, and released the Xfinity TV app for the iPad, which gives customers a whole new way to find, enjoy, and interact with their entertainment "anywhere, anytime" at home and on the go. The app, which was expanded with a version for Android operating systems early this year, has already been downloaded over 1.8 million times since its introduction last November.

The year ahead marks an exciting time for Comcast. In January 2011, we closed our transaction with GE in which we acquired control of the businesses of NBCUniversal, one of the world's leading media and entertainment companies. We will be working hard in 2011 to integrate NBCUniversal into the Comcast family and have assembled talented and seasoned management teams across each of the businesses with an overarching goal of investing to build long-term value and making NBCUniversal the premier destination for content creators and TV viewers. Next year's Corporate Responsibility Report will incorporate the activities of NBCUniversal.

We strive to be a company that is respected and trusted by all of our stakeholders — customers, employees, shareholders, and the people in the communities where we do business. What distinguishes Comcast and our industry is that our employees are fully woven into the fabric of the communities we serve. 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. I want to give special thanks to our employees who are committed every day to making a difference.

Sincerely,

Brian L. Roberts
Chairman and Chief Executive Officer
Comcast Corporation

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Editor's Note: On January 28, 2011, we closed our transaction with GE in which we acquired control of the businesses of NBC Universal, Inc., a leading media and entertainment company that develops, produces, and distributes entertainment, news, sports, and other content to global audiences. Next year's Corporate Responsibility Report will reflect the activities of NBCUniversal.

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About Comcast

Comcast is a leading provider of video, high-speed Internet and phone services to residential and business customers in the United States. Through our predecessors, we have developed, managed and operated cable systems since 1963.

As of December 31, 2010, our cable systems served approximately 22.8 million video customers, 17.0 million high-speed Internet customers and 8.6 million phone customers and passed over 51 million homes and businesses in 39 states and the District of Columbia. As of December 31, 2010, we reported the results of these operations as our Cable segment, which also included the operations of our regional sports and news networks. In 2010, our Cable segment generated approximately 94% of our consolidated revenue. As of December 31, 2010, our Programming segment consisted primarily of our consolidated national cable programming networks, E!, Golf Channel, VERSUS, G4 and Style.

As of December 31, 2010, our other business interests included Comcast Interactive Media and Comcast Spectacor. Comcast Interactive Media develops and operates our Internet businesses, including Comcast.net, Xfinity TV, Plaxo, Fandango, and DailyCandy. Comcast Spectacor owns two professional sports teams, the Philadelphia 76ers and the Philadelphia Flyers, and a large, multipurpose arena in Philadelphia, the Wells Fargo Center, and provides facilities management and food services for sporting events, concerts, and other events. Comcast Interactive Media, Comcast Spectacor, and all other consolidated businesses not included in our Cable or Programming segments were included in "Corporate and Other" activities as of December 31, 2010.

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Integrity Standards

Comcast's good name and our strong reputation for integrity are valuable corporate assets that we have guarded and nurtured throughout our history. Comcast has always followed appropriate standards of conduct, not just to remain accountable to legitimate public scrutiny but also as a core value of our business. In addition to our attention to integrity standards, we also focus on ensuring our compliance with applicable federal, state, and local laws and regulations, as well as Company policies and Company contracts.

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Code of Conduct

Our Code of Conduct (the "Code") represents our business philosophy and values, and it defines how the Company conducts itself. All of our officers, directors, and employees are required to carefully read, be trained on, and adhere to the policies set forth in our Code, and they must annually certify their compliance with the Code.

In 2010, we redesigned our Code to make it more user-friendly. The new Code, which was adopted in January 2011, covers many integrity issues and includes topics such as Complying with Competition Laws, Anti-Corruption Laws, Environment, Health and Safety, Fair Employment Practices, Privacy, and more. Each of these topics is now divided into What to Know, What to Do and What to Watch Out For sections to further assist our employees in maintaining the highest standards of integrity.

Our Code of Conduct can be found under the Corporate Governance tab of our Investor Relations website at www.cmcsa.com.

Comcast Listens: Encouraging Employees to Speak Up

Our success as a company is built on our ability to create the best possible work environment for everyone, where we act with the highest standards of honesty, fairness, and integrity, and show respect for one another. Comcast is committed to an environment of open communication where employees feel comfortable raising concerns and are not distracted by unresolved problems at work.

To enhance our culture of openness, in mid-2010 we introduced a new approach to addressing workplace and business integrity issues. It's called Comcast Listens. As a part of the launch of this program, we provided our employees with communication materials designed to help them better understand the avenues available to them for reporting workplace and business integrity issues. These materials, which are also given to every new employee, discuss the resources available to help employees make decisions with the highest degree of integrity, encourage others to do the same, and speak up if they encounter behavior that violates our standards. If an employee sees or suspects a violation of law or our Code of Conduct, we want them to report it.

If an employee sees or suspects a violation of law or our Code of Conduct, we want them to report it.

We emphasize to employees that, if they raise an issue through any of the avenues described below, they should feel confident that retaliation is not tolerated at Comcast and, if wrongdoing is confirmed, those involved will be properly disciplined, regardless of their position.

Through Comcast Listens, there are a number of options available to employees when they have a concern:

Speaking with an immediate supervisor: The quickest way to get concerns addressed is generally an employee's immediate supervisor, or another local manager or Human Resources representative. For times when employees are not comfortable speaking with someone locally, there are a number of other options available.

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Contacting a Comcast Listens representative: Each region and business unit has a dedicated Comcast Listens team or representative that is able to investigate employee relations concerns. Employees can find the name and contact information for their Comcast Listens representative on the company's Intranet site.

Calling the Comcast Listens Line: Employees can call toll-free 24/7 to raise ethical or workplace concerns. The Comcast Listens Line is staffed by an independent third-party company, and employees have the option to remain anonymous. The Comcast Listens Line replaced our former employee hotline, the Business Integrity Line, which launched in 2004.

Submitting concerns via Comcast Listens Web portal: For employees who prefer to report an ethical or workplace issue online, we also launched a new web page administered by the same outside company that staffs the Comcast Listens Line. Employees can choose to identify themselves or to submit concerns anonymously via this portal.

Employees can find the number for the Comcast Listens Line and the address for the Web portal in many places, such as the Code of Conduct, the Comcast Listens brochure, posters placed in every work location, and the company's Intranet site.

Concerns received by a Comcast Listens representative or through the Comcast Listens Line or Web portal are logged, acknowledged, and, when necessary, an investigation is performed by a trained investigator from the Human Resources, Security, Internal Audit or Law departments, as appropriate to the issue reported.

AUDIT COMMITTEE

In addition to the channels outlined above, if an employee has a business integrity issue that is related to internal controls, accounting or auditing, the employee also has the option to send an e-mail directly to the Chairman of the Audit Committee of Comcast's Board of Directors at audit_committee_chair@comcast.com.

ALLEGATIONS OF MISCONDUCT

We encourage our employees to report misconduct, and we take those allegations very seriously. We have procedures in place to initiate and track investigations, and we periodically report on them to the Audit Committee of our Board of Directors. Since we first launched an employee hotline in January 2004, we have received an average of 525 incident reports per year. When we launched the Comcast Listens Line and Web portal in mid-2010, we distributed communication materials encouraging employees to use the hotline and web portal for both business integrity and workplace matters. Prior to that, the employee hotline had served primarily as an avenue for reporting business integrity matters only.

As a result of the Comcast Listens communication campaign, the expansion of our employee hotline to include workplace matters, and the launch of the Comcast Listens Web portal, we experienced an increased number of reports to nearly 1,300 for 2010. The vast majority of these reports were routine matters related to human resources activities. None of the incidents reported that were determined to be substantiated after appropriate investigation were significant or material to Comcast's financial statements.

COMCAST LISTENS: A CHANNEL FOR WORKPLACE AND INTEGRITY CONCERNS

Comcast Listens is an appropriate channel of communication for a number of workplace issues, including the categories of issues presented below.

Workplace Issues

- Conflicts with a coworker or manager
- Scheduling problems
- Employee favoritism
- Benefits or compensation issues
- Company policy questions
- Disciplinary actions
- Workflow suggestions

Business Integrity Issues

- Accounting or auditing irregularities
- Fraud
- Conflicts of interest
- Discrimination or harassment
- Destruction, alteration or falsification of Company records
- Disclosure of proprietary or personally identifiable information
- Threats to personal safety
- Misuse or theft of Company assets
- Retaliation
- Use or sale of illegal drugs
- Other violations of law or Comcast's Code of Conduct

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Compliance Efforts

In addition to our attention to integrity standards, we also focus attention on our compliance efforts. Our Company, including our Board of Directors, takes various actions intended to ensure that we have effective internal processes for promoting and ensuring our compliance with applicable federal, state, and local laws and regulations, as well as Company policies and Company contracts (the "Compliance Program"). We are aware that the task of monitoring and supervising the Compliance Program of a large, highly regulated organization such as Comcast is a complex endeavor, and we are committed to ensuring that our Compliance Program is effective and appropriate in light of our compliance risks.

Our corporate General Counsel, who is a "high-level person" within the meaning of the United States Sentencing Guidelines, has overall responsibility for the Compliance Program and regularly reports on it to our Board. He has appointed a Chief Compliance Officer who has day-to-day operational responsibility for the Compliance Program.

Among other things, the Chief Compliance Officer:

- periodically assesses our principal compliance risks under applicable federal, state, and local laws and regulations, Company policies, and Company contracts
- takes reasonable steps to ensure we have standards and procedures designed to prevent and detect criminal conduct
- makes reasonable efforts to screen persons with "substantial authority" to ensure they have not engaged in illegal conduct
- ensures that our standards and procedures are effectively communicated, including through effective training programs, to personnel at all levels of our Company
- conducts monitoring and auditing to detect non-compliance with standards, procedures and laws; has systems in place to permit employee reporting of actual or potential wrongdoing; and periodically evaluates the effectiveness of the Compliance Program
- promotes and enforces the program through incentives and discipline

- takes reasonable steps to respond to criminal conduct/non-compliance and to prevent future violations
- reports periodically to senior management and the Board of Directors on the results of the Compliance Program

Statement on Political and Trade Association Activity

Participation in political and trade association activities is important to Comcast's ability to achieve its business objectives. It is critical that all of our activities in this area display rigorous compliance with applicable laws, regulations, and our own standards of business integrity. For this reason, Comcast's essential policy on political activities is set forth in the Company's Code of Conduct. Additional details on our implementation and compliance activities in connection with the policy are contained in the Comcast Corporation Statement on Political and Trade Association Activity.

As described in the Statement, the primary responsibility for implementation of the Company's political and trade association activities rests with the Company's Government Affairs ("GA") organization, which ultimately reports to David L. Cohen, an Executive Vice President of Comcast, a position that reports directly to our Chairman and CEO. The GA organization operates throughout the business footprint of Comcast and in Washington, D.C. The political and trade association activities engaged in by the GA organization include development and advocacy of public policy, lobbying, political contributions, activity in a variety of trade associations, participation in a number of intergovernmental associations, and partnerships with other companies in the cable industry and third-party organizations. All contributions are publicly disclosed as required by law, including disclosures required by federal law to the Federal Election Commission and comparable disclosure requirements in many states and localities. The work of the GA team is regularly reported to senior management of Comcast and to our Board of Directors.

Both the Code of Conduct and the Statement on Political and Trade Association Activity can be found under the Corporate Governance tab of our Investor Relations website at www.cmcsa.com.

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Our Customers

We believe that putting the customer first is the most important part of our business. We are committed to delivering the best customer experience, at every point in our relationship with our customers.

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Customer Guarantee

Constantly improving each and every customer's experience with us is a key priority, and the introduction of a Customer Guarantee in 2009 was another step in our ongoing commitment to improving our customers' experience, perception, and overall satisfaction with Comcast. The Customer Guarantee clearly outlines what customers should expect from us, and it defines what we're doing to hold ourselves accountable for meeting those expectations and how we're backing up our promises.

We make the following guarantees to our customers as part of our Customer Guarantee:

- We will give you a 30-day, money-back guarantee on our video, voice and high-speed Internet services.
- We will treat you and your home with courtesy and respect.
- We will be available 24 hours a day, seven days a week to answer your questions at your convenience.
- We will offer easy-to-understand packages and provide you with a clear bill.
- We will continually offer the best and most video choices.
- We will resolve routine issues in one visit or we will give you a $20 account credit.
- We will always be on time within your appointment window or we will give you a $20 account credit.

The Customer Guarantee is backed by several significant operational changes that are focused on proactively managing our products and systems and giving our employees the most effective tools to help our customers. Our customers are beginning to experience the benefits of our ongoing efforts and investments. For example, there were 136,000 fewer repeat service calls in 2010 compared to 2009, and 110,000 fewer installation-related service calls.

Customer Experience Improvements

Our efforts to improve the customer experience are ongoing. We have many operational projects under way that are focused on training, tools, and technology, and we've already made several improvements. For example:

- We've made investments in our network operation centers with new technology and tools that proactively monitor our network and product performance 24/7 so we can find and fix issues before they impact customers.
- We're conducting Whole Home Health Checks to address customers' feedback indicating they want to eliminate the need for repeat or additional calls to customer service. When a technician is in a customer's home for a specific service issue, the technician will also make sure all of the customer's other Comcast services are operating at peak performance.
- We created a dedicated Digital Care team that communicates with customers on blogs, online forums, and Twitter.
- We're making it easier for customers to contact us and do business with us by offering self-service features such as Customer Central, which allows customers to manage all of their services with a single log-in.
- We're introducing new ways for our customers to get information about their video service, including via SMS text messages. For no additional cost, customers can sign up to quickly and easily get text messages from Comcast telling them what's on TV now, tonight's prime-time TV lineup, and even highlights of On Demand content.
- We're testing new appointment windows, some as short as an hour, that are more convenient for customers.

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Connecting with Our Customers Digitally

Comcast is using social media and the Web as part of our larger focus on improving the customer experience. We are fundamentally changing the way we operate and are reinventing the way we communicate with customers.

COMCAST DIGITAL CARE TEAM

The Digital Care team continues to lead the charge online to seek out and help anyone on the Web who is talking about Comcast. The team uses phone and email, as well as social networking and new media tools, to offer help to customers who need assistance. The team stays connected to consumers through social networks such as Facebook and Twitter, among many others. These networks connect them to the blogs, online forums and other social media sites where people are talking about Comcast's video, high-speed Internet and voice services.

DIGITAL CARE TEAM ACCOMPLISHMENTS

Since April 2008, the Digital Care team has:

- helped more than 150,000 customers online
- established more than 50,000 followers on Twitter
- participated in more than 120,000 public tweets and more than 60,000 private direct messages on Twitter

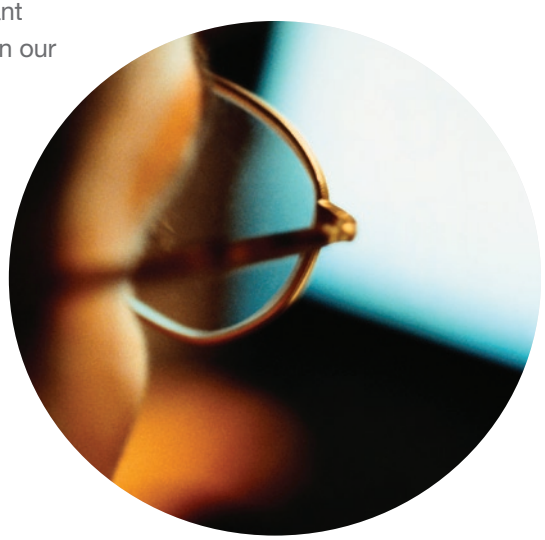
COMCAST VOICES

After listening to and talking with our customers online, we decided to create a place where we can exchange ideas on topics that are important to both our customers and to us. Our corporate blog, called "Comcast Voices," launched in 2009 and has become a reliable and respected destination for news from inside Comcast. Comcast Voices is a place where people can go to hear from many different voices inside Comcast, with contributions to the blog made by everyone from product managers and programmers, to business unit leaders and technical specialists. Our blog delivers straight talk on news, change at our Company, and our thoughts on what's important in our industry.

Product Innovation

Constant innovation, in our products and in our thinking, has been a part of our company's DNA since we first began, and it will continue to be a major focus for us in 2011 and beyond. Developing and offering "can't-live-without-it" products is what our customers love about us. And that is why one of our key business strategies is product superiority. It will continue to be a fundamental element in transforming the customer experience.

The power of our video, voice, and high-speed Internet services are continuing to change the way our customers watch TV, communicate, and use the Internet. The network delivering that innovation reaches into millions of homes and serves entertainment and information anytime and anywhere. Through constant innovation — in our products, in our network, and in our thinking — Comcast will strive to deliver a superior experience to all of our customers every single day.



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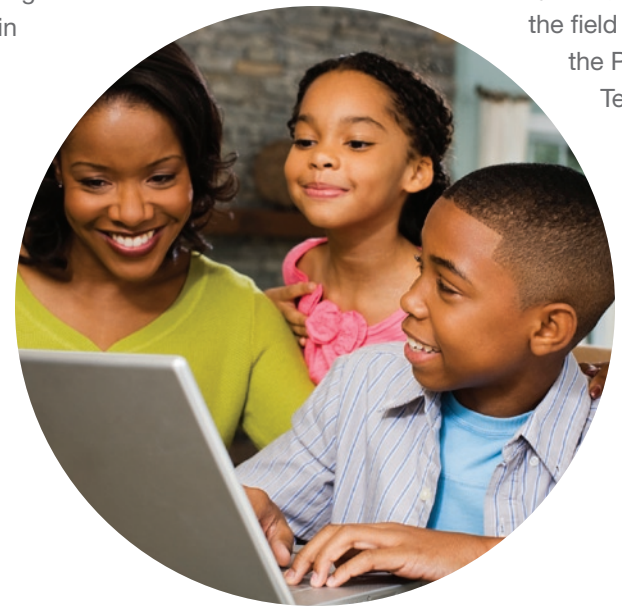
Customer Privacy, Safety, and Security

We hold our customers' privacy in the highest regard. We meet the very strict standards of the federal privacy laws that apply specifically to cable operators and voice service providers, as well as those standards included in other federal and state laws, and we meet the security requirements detailed in applicable laws and by industry groups. We clearly tell our customers about our privacy policies and practices by sending them annual privacy notices. Our privacy policies and practices for our video, high-speed Internet, and voice services are also easily accessible on our website at www.comcast.com/customerprivacy.

Our privacy policies and practices are easily accessible on our website at www.comcast.com/customerprivacy.

We continue to employ extensive protections for our customers against pretexting, hacking and other attempts at identity theft, or unauthorized access to account information. We also continue to enforce strict standards for obtaining account information and calling records for our Comcast Digital Voice service. For example, in following federal standards we have eliminated the use of readily available biographical information in security questions to help prevent pretexters from posing as our customers. Since our services are increasingly integrated, we have extended our security protections from voice to our websites, where many customers access calling records, voice mail messages, and bills. We also handle financial and credit card information in accordance with payment and credit card industry requirements, and we periodically review and audit our practices to ensure they continue to meet these high security standards. We carefully train all employees who have access to customer information to handle all requests from customers with sensitivity, care, and respect for customer privacy.



We have a security team that immediately investigates and responds to privacy and security issues, as well as ensures that proper privacy and security practices are implemented in the product design and deployment process.

ONLINE PRIVACY AND SECURITY TOOLS FOR FAMILIES

We continue to promote tools and information to help parents protect children's online privacy and security. Together with Common Sense Media, we are making available educational videos, rating systems, and interactive online safety tools for parents and children to learn how to more safely use video on demand and interactive online activities.

We are a corporate sponsor of the Internet Keep Safe Coalition ("iKeepSafe"), which works with governors and their spouses, attorneys general, and educators to help teach families how to use the Internet safely. We partner with the Family Online Safety Institute ("FOSI"), which develops public policy, technology, education, and special events to identify and promote best practices, tools, and methods in the field of online safety. Comcast is also a member of the Parental Controls subcommittee for the National Telecommunications and Information Administration's Online Safety and Technology Working Group ("OSTWG").

We also continue to provide resources for families through our online Security Channel located at www.comcast.net/security, including virus protection and privacy and safety tips for customers. Subscribers to our high-speed Internet services also can use tools through account settings at no additional charge to control children's access to interactive services.

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Our Employees

We believe our employees are our greatest strength, and so we strive to make their experience working for Comcast a positive and rewarding one. If our employees succeed, we believe our Company will, too, which is why we offer competitive employment packages, invest heavily in career development, and listen to what our employees have to say about how we can improve their experience as well as the experience of our customers.

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Listening to Our Employees Through CredoSpeak

Every other year we ask our employees to tell us how we're doing through CredoSpeak, our online employee survey that gives employees the opportunity to share their experiences about Comcast, their job, their interactions with customers, and how Comcast rates as a place to work. In our 2009 CredoSpeak, employees did not just answer the survey questions; they took the time to give constructive feedback through more than 125,000 written comments. We use the results of CredoSpeak to help shape our business and to ensure Comcast is an employer and service provider of choice.

HOW WE COMPARE WITH OTHER EMPLOYERS AS A GREAT PLACE TO WORK

Comcast's scores are well above the U.S. norm. In CredoSpeak, our employees told us they:

- **Love our benefits.** 75% gave our benefits program a favorable rating — 20 points above a national benchmark.
- **Like working at Comcast.** 78% would "recommend Comcast (or their division) as a good place to work" — 22 points above a national benchmark.
- **Are proud to be at Comcast.** 79% are proud to work for the company — 15 points above a national benchmark.
- **Feel that all people have an opportunity to grow at Comcast.** 85% say that "people of all backgrounds can succeed at Comcast (or within their division)" — 13 points above a national benchmark.

HOW EMPLOYEES VIEW OUR CUSTOMER EXPERIENCE

- Our employees are focused on the customer. 81% believe that the day-to-day decisions in their group demonstrate that quality service to the customer is a top priority — 25 points above a national benchmark.
- Our employees are dedicated to our customers' needs. 74% believe that new products and services introduced by Comcast (or their division) closely match what our customers want.

Rewarding Employees Through Comcast Talent

A FOCUS ON THE CUSTOMER EXPERIENCE

In recent years, we have renewed our focus on connecting the employee experience to the customer experience. Specifically, in response to our CredoSpeak survey results, we enhanced our approach to performance management and rewards in 2008 through a new program, Comcast Talent, that gives employees the opportunity to earn greater rewards for exceptional performance. The program is aimed at recognizing talent and rewarding employee contributions toward our Company goals. Comcast Talent is designed to help employees:

The Comcast Talent program is aimed at recognizing talent and rewarding employee contributions toward our Company goals.

- Understand the company's goals as a customer-focused enterprise, and how their individual performance impacts our customers.
- Become engaged in their Comcast career, know their individual and team goals, and be recognized and rewarded for achieving those goals.
- See how their performance links to their pay through opportunities for merit increases and bonus payments. Stronger performers will receive higher merit increases than other employees, and weaker performers will receive lower or no increases.

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HOW COMCAST TALENT WORKS

Comcast Talent is all about collaboration. It's built upon a solid foundation of clear and frequent communication between an employee and his or her manager about goals and progress toward achieving those goals.

- **It starts with a goal-setting meeting at the beginning of the year.** In these meetings, employees and their managers set clear individual goals and create a personal development plan.
- **It continues with performance feedback during the year.** Employees and managers have a "Connection Meeting" at mid-year, and at other points during the year, where employees get feedback on their individual performance and progress toward individual annual goals.
- **It culminates in a year-end performance review.** At the end of the year, employees are rated based on five performance categories (Exceptional, Highly Effective, Achieves Expectations, Needs Improvement, and Unacceptable) and receive a merit increase (if appropriate) that corresponds with the performance category.

COMCAST TALENT RESULTS

The Comcast Talent program is one example where we listened to our employees and demonstrated a commitment to embracing change to optimize and accelerate our business. The implementation of this new approach to performance management has been very successful. In 2010, more than 54,000 employees created a personal development plan and approximately 92,000 employees set goals. Also in 2010, nearly 80,000 employees had a mid-year Connection Meeting to review progress toward their goals, and approximately 80,000 received a year-end performance review.

Developing Talent from Within

Our Company can only be as strong as our workforce, and so we're dedicated to each employee's professional success. We make significant investments in training courses and in career development and leadership programs that continuously help our employees to develop professionally so they can achieve all of their goals. In addition, we're committed to partnering with other organizations dedicated to growing tomorrow's leaders.

We're dedicated to each employee's professional success.

- Our **Comcast University** offers training for all employees so they can achieve their professional development goals.
- The **CommTech Program for Field Technicians** and the **CommCare Program for Customer Account Executives** provide training and ultimately link demonstrated skills, knowledge, and performance with compensation and advancement.
- The **Fundamentals of Leadership Program** fosters the development of employees at the senior manager and director levels.
- The **Executive Leadership Forum** grooms high-potential leaders for operational roles throughout Comcast.

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Workplace Safety

SAFETY POLICIES

We are committed to providing employees with a safe, healthy, and productive work environment, free of recognized hazards. This is achieved through compliance with Comcast's safety policies and procedures and by each of us making safety a personal habit and responsibility. Employees must promptly report any potentially unsafe conditions that may exist to their supervisor or another member of management. Employees are required to work safely, including wearing safety equipment when required by their job function.

Comcast expects every employee to perform his or her job in a safe and responsible manner and to abide by the following safety guidelines:

- Follow Comcast's safety rules and regulations that relate to the employee's specific job tasks.
- Maintain equipment in good condition and use it properly.
- Encourage fellow employees to make safety a personal habit.

OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION COMPLIANCE

Comcast's safety program also focuses on compliance with all applicable Occupational Safety and Health Administration ("OSHA") regulations. We interact with state and federal OSHA agencies on a variety of issues including fall protection, work zone safety, employee personal protection, and indoor air quality. Since at least 2003, we have not received a repeat or willful OSHA citation.

MILLIONS OF MILES

Comcast employees drove over 420 million miles in 2010, while logging a motor vehicle incident rate of 5.19, a reduction of 4% from the previous year. Our 2010 OSHA recordable rate was 3.97, a reduction of 7.5% from the previous year.

DEPARTMENT OF TRANSPORTATION COMPLIANCE

Comcast has implemented programs to ensure compliance with all applicable state and federal Department of Transportation ("DOT") rules and regulations. Our primary interactions with state DOT agencies involve audits and compliance matters. Since at least 2003, we have not received a material DOT safety citation.

WORKPLACE ENVIRONMENT

Comcast has implemented several programs to ensure compliance with all applicable local, state, and federal environmental laws and regulations. The compliance programs cover, among other items, air permitting, the proper storage and disposal of chemicals, and indoor air quality. We are committed to taking all reasonable steps to ensure that our business does not have an adverse effect on our environment. In the ordinary course of business, we receive Environmental Protection Agency ("EPA") inspections from local, state, and federal enforcement agencies. Since at least 2003, we have not received a material EPA citation or violation.

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Diversity

We are committed to diversity in our governance, our employment practices, our purchasing decisions, our programming, and our community investments. It is not only the right thing to do; it's also a core principle for us as we conduct business in the communities where we live and work.

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Diversity Touchstone

The diversity touchstone of our Company credo says it all: "We will respect and reflect the customers, communities, and cultures we serve." Our credo and touchstones, which were developed by employees to guide actions at all levels of our organization, remind us of our Company's beliefs and help direct us forward in an ever-changing environment.

Comcast's Diversity Council: Commitment Starts At the Top

When it comes to diversity, it's not enough to "talk the talk." At Comcast, to make sure the message is put into practice, we've brought together a management team that represents the various departments within our business. Our Diversity Council is chaired by David L. Cohen, who is a direct report to our Chairman and CEO, and is composed of senior executives of Comcast. We want to implement, promote, and sustain diversity throughout our organization, and these leaders are responsible for making sure that effort starts at the very top.

ENRICHMENT SERIES

Beginning in 2009, Comcast's Diversity Council used the theme "Everyone's Invited" to internally promote and pilot a new program called the Enrichment Series, a series of 10 one-hour panel discussions celebrating the diversity of our workplace and how it collectively strengthens our business and the communities we serve.

A diverse employee base gives us a competitive advantage as we do business with the communities in which we work and live.

The goal of these conversations is to create a safe meeting space for employees to learn and ask questions about various cultures. Due to the overwhelming success of this program in 2009, a full calendar of Enrichment Series events took place in 2010, with increased employee participation. Our 2010 topics included celebrating Black History, Women's History, Comcast's Community Outreach Efforts, Asian Pacific Heritage, the LGBT community, and Hispanic Heritage. The monthly panel discussions are open to all Comcast employees, either in person at our company headquarters or virtually in our field locations. In 2011, we are once again planning to kick off another full calendar of programming with events celebrating Martin Luther King, Jr. Day, Black History, and Asian Pacific Heritage.

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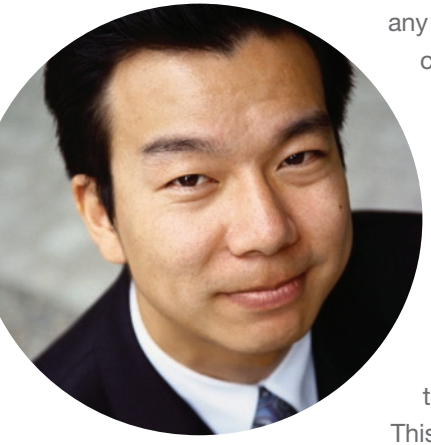
Our Employees and Recruitment

DIVERSITY IN RECRUITMENT

A workforce comprised of the best people from a wide range of backgrounds not only allows Comcast to have a diverse employee base, but it also gives the Company a competitive advantage as we do business with the communities in which we work and live. That is why Comcast actively participates in more than 100 diversity-recruiting events across the country. The Comcast Recruiting team has built a number of valuable partnerships with diverse professional and community-based organizations.

EQUAL EMPLOYMENT OPPORTUNITY POLICY

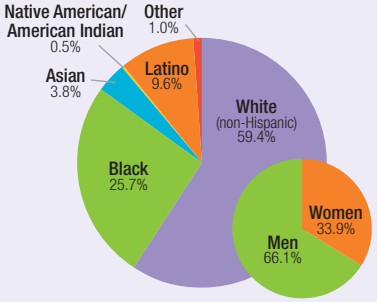
Comcast's policy is to provide equal employment opportunities to all applicants and employees without regard to race, color, religion, creed, gender, gender identity or expression, age, national origin or ancestry, citizenship, disability, sexual orientation, marital status, pregnancy, veteran status, membership in the uniformed services, genetic information, or any other basis protected by applicable law ("protected characteristics"). To the extent required by applicable law, Comcast also provides equal employment opportunities to individuals regardless of any perception that an individual has a protected characteristic or associates with a person who has or is perceived as having a protected characteristic. Accordingly, Comcast prohibits discrimination against any individual on the basis of any actual or perceived protected characteristic. Consistent with this policy, Comcast is committed to making employment decisions based on merit, qualifications, and other-job related criteria without regard to an individual's protected characteristics. This policy of equal opportunity covers all aspects



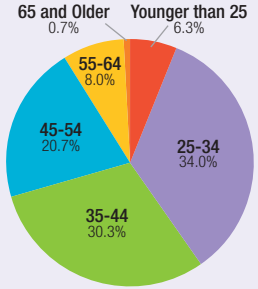
DIVERSITY IN OUR WORKFORCE

Comcast is committed to attracting and retaining employees with a wide range of backgrounds that reflect the diversity of the communities we serve.

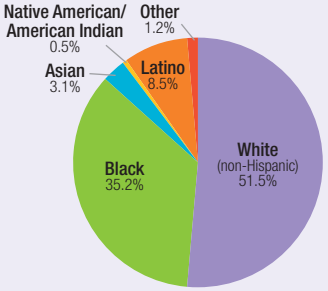
TOTAL WORKFORCE



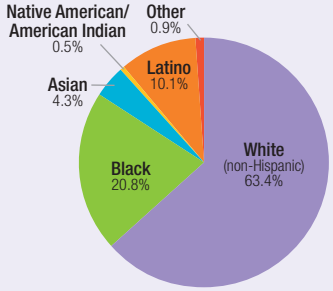
TOTAL WORKFORCE BY AGE



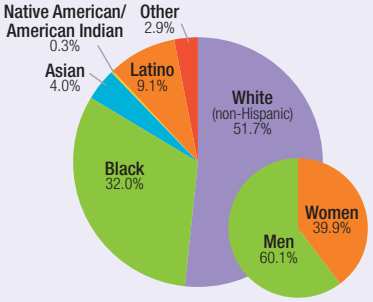
FEMALE WORKFORCE



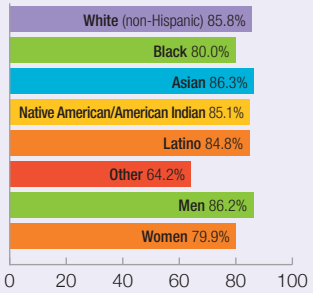
MALE WORKFORCE



TOTAL NEW HIRES



TOTAL ANNUAL RETENTION RATE*



All full-time and part-time employee data as of December 31, 2010.

* Retention rate is defined as the reverse of turnover rate. These percentages include only full-time employees who were with the Company on December 31, 2009, and were still with the Company on December 31, 2010. Retention rates are individual for each racial/ethnic group.

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of the employment relationship, including the application and hiring process, corrective action, promotion and transfer, selection for training opportunities, compensation, termination, and the application of service, retirement, and employee benefit plan policies.

Subject to applicable law, Comcast also offers reasonable accommodations to qualified individuals with known disabilities to enable them to perform the essential functions of their positions. What constitutes a reasonable accommodation may depend on many factors including, but not limited to, the nature of the individual's disability and the essential functions of the position. Comcast is not obligated to provide an accommodation that would impose an undue hardship on the Company.

Comcast strictly prohibits any type of retaliation against an individual who in good faith raises a complaint or concern regarding discrimination or harassment, otherwise opposes discrimination or harassment, reports a violation of this policy, participates in an investigation under this policy, files a charge or complaint of discrimination or harassment with an appropriate government agency or court, participates in an investigation or proceeding related to discrimination or harassment conducted by an appropriate government agency or court, or otherwise engages in protected activity under the law. It is also a violation of this policy for any employee to knowingly raise or participate in a false concern or complaint that this policy has been violated or provide false or misleading information in the course of an investigation under this policy or in an investigation or proceeding conducted by a governmental agency or court.

Diversity and Community Engagement

Regardless of our continued growth, Comcast will always be committed to being an integral part of the individual communities in which we live and work. We believe our success as a company is a direct reflection of our involvement in these communities, and we are honored to reflect the diversity we find all around us.

We want to make a difference every day in sustaining the vitality of our neighborhoods, which are already rich in culture, while at the same time creating new opportunities for neighborhoods to become stronger and to succeed further.

Comcast will always be committed to being an integral part of the individual communities in which we live and work.

MINORITY-OWNED BANKING PARTNERSHIPS

We understand that lack of access to capital is among the greatest challenges for minority-owned banks. Through our Community Banking Initiative, Comcast helps banking institutions in our neighborhoods and across the country address these gaps and more easily achieve financial success.

Comcast does more than simply deposit funds in minority-owned banks. In 2010, for the seventh consecutive year, Comcast arranged a $22.25 million 364-Day Credit Facility with minority-owned United Bank of Philadelphia as lead arranger. The United Bank credit facility serves as an additional source of liquidity for Comcast. In addition, Comcast uses several minority-owned banks for underwriting our debt offerings and for company stock repurchases.

These partnerships provide a vital service to Comcast and generate significant fees for the participating banking institutions.

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NATIONAL URBAN LEAGUE

The National Urban League ("NUL") is one of the nation's largest and most respected community-based organizations. The NUL works to empower communities and provide neighborhoods with the tools they need to ensure social and economic progress. Comcast is proud to partner with the NUL as it seeks to improve the social and economic status of African Americans.

- Comcast senior executives serve on NUL Affiliate Boards and David L. Cohen, an Executive Vice President of Comcast, serves on its national board.
- The NUL, in partnership with Comcast, is developing programs designed to help adults attain economic self-sufficiency through good jobs and entrepreneurship.
- Comcast is a significant financial supporter of NUL events, such as the Equal Opportunity Awards Dinner, the National Conference, the State of Black America Press Conference, the Conversations with Leaders Series, and the NULITES Youth Leadership Summit.

ASIAN AMERICAN JUSTICE CENTER

Comcast supports the Asian American Justice Center. Founded in 1991, the Asian American Justice Center works to advance the human and civil rights of Asian Americans, and to build and promote a fair and equitable society for all. It is one of the nation's leading experts on issues of importance to the Asian American community, such as affirmative action, anti-Asian violence prevention/race relations, Census participation, immigrant rights, immigration, language access, television diversity, and voting rights. The organization's expertise is widely acknowledged by the media, the public, and lawmakers at the very highest tiers of government.

NATIONAL COUNCIL OF LA RAZA

The National Council of La Raza ("NCLR") is the largest national Hispanic civil rights and advocacy organization in the United States. The mission of NCLR is to improve lives in Hispanic communities, and it does this through its 300 local affiliates. The affiliates work hard to provide direct services, resources, and assistance to Hispanic communities across the country.

In 2009, we formed a multiyear comprehensive partnership with NCLR to help address the needs of the Hispanic community. This partnership includes the Comcast Foundation's support for NCLR affiliate efforts in communities where Comcast employees live and work. It also includes corporate support for NCLR programs and in-kind support for awareness-building efforts. Additionally, David L. Cohen, an Executive Vice President of Comcast, is a member of the NCLR Corporate Board of Advisors.

Complementing our partnership is NCLR support of Comcast Cares Day, our annual day of service for Comcast employees, their families and friends. Each year, we partner with NCLR to sponsor projects around the country. Comcast employees join local NCLR affiliate members in improving their community service centers.

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2010 U.S. CENSUS

The U.S. Census is conducted every 10 years to help the United States capture its current population numbers. The data collected is used to reapportion the U.S. House of Representatives and state legislative districts, to help to determine how more than $400 billion in federal funding is spent in communities each year, and to guide critical business and community decisions that affect neighborhoods throughout the nation. Comcast supports the belief that everyone living in America should be accounted for and has supported the Census' effort to do so.

For the 2010 Census, Comcast helped to get the word out with the "Make a Difference — Be Counted!" campaign. We teamed up with other cable operators on a $3.5 million multicultural education and outreach campaign that included public service announcements and video on demand content to raise awareness of the Census and to educate the public on how to complete the questionnaire. The campaign was supported by our partners, the Mexican American Legal Defense and Education Fund ("MALDEF") and U.S. Census Bureau Advisory Committee members Asian American Justice Center, the National Association of Latino Elected Officials ("NALEO"), and the National Conference of Black Mayors.

DIVERSITY FUND

Our focus on diversity is reflected in the Comcast Foundation's funding priorities. The Foundation established the Diversity Fund in 2004 to support diverse, local non-profit organizations that provide workforce development and job training, teach literacy, develop youth leaders, and promote volunteerism and community service. In 2010, 73% of Comcast Corporation's contributions and the Comcast Foundation's grants were directed toward ethnic, LGBT, and disability non-profit groups and the beneficiaries they serve, up from 68% in 2009.

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Recruitment Partners

With Comcast, diversity goes far beyond the workplace. In fact, by partnering with organizations focused on diversity in the same way we are, we can better shape the future of our industry. The following diversity-focused groups team up with us in order to attract, train, and support women and minorities.

The Association of Latino Professionals in Finance and Accounting ("ALPFA") is a leading national organization dedicated to enhancing opportunities for professionals and students in business, finance, accounting, and related professions.

Babbalu.com is an English language online destination for Latino Americans that provides a community for job seekers, including a career and jobs center, a recommendation engine, an events calendar, a social network, articles, and more.

The Consortium for Graduate Studies in Management ("The Consortium") promotes diversity and inclusion in American business through its annual competition in which it awards merit-based, full-tuition fellowships to America's best and brightest candidates.

DiversityInc is the leading online and print publication covering diversity and business with the largest dedicated online career center for diverse professionals. A core part of its business is benchmarking companies against the DiversityInc Top 50 Companies for Diversity data.

The Emma L. Bowen Foundation was established by the media industry to help increase minority students' access to permanent job opportunities through its cooperative internship program.

Historically Black Colleges and Universities ("HBCUs") were founded in the late 1800s to address the educational needs of Freed Slaves and Native Americans. Today they are the top producers of professional African American talent and an important part of the black community.

The National Association of Asian American Professionals ("NAAAP") cultivates, supports, and promotes Asian American leaders by offering professional development opportunities, engaging members in community service, and organizing professional networking events.

The National Association of Minorities in Communications ("NAMIC") advocates for a telecommunications industry that values and demonstrates diversity in leadership, employment, procurement, programming, and ownership.

The National Black MBA Association ("NBMBAA") is dedicated to developing partnerships that result in the creation of intellectual and economic wealth in the black community. The association works with more than 400 of the country's top business organizations to establish inroads into a wide range of industries.

The National Society of Hispanic MBAs ("NSHMBA") fosters Hispanic leadership through graduate management education and professional development. The group prepares Hispanics for leadership positions so they can bring cultural awareness and sensitivity to the management of the nation's diverse workforce.

The T. Howard Foundation is dedicated to increasing diversity in the multimedia and entertainment industry. Focusing on women and multi-ethnic groups, the foundation runs a comprehensive internship program for college students that includes professional development and career education.

The Walter Kaitz Foundation provides support, education, information, and resources to the communications industry through placement, partnership, and information related to diversity.

Women in Cable Telecommunications ("WICT") empowers and educates women to achieve their professional goals by providing opportunities for leadership, networking, and advocacy.

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Diversity in Vendors and Suppliers

Comcast's Supplier Diversity Program is designed to promote, increase, and improve the quality of the participation of small and diversity-owned businesses in our supply chain. We are constantly expanding our supplier base, and that works for everybody. It provides Comcast purchasers with reliable resources, it creates jobs, it strengthens our purchasing power, and it builds value for our shareholders.

We believe that diversity in our supply base is integral to our continued success. Our goals are to provide equal access and opportunity to all suppliers, and to facilitate nondiscriminatory business relationships with diverse firms. We want to level the playing field.

When we continuously expand our supplier base, we foster competition. This competition helps keep the costs of goods and services in line with changing market conditions. Additionally, small and diverse businesses help create jobs for people within their regions, thus distributing wealth among members of different communities.

DIVERSE VENDOR CRITERIA

The Comcast Supplier Diversity Program is designed to promote, increase, and improve the participation of small and diversity-owned businesses in our supply chain. To qualify to be a Comcast Diverse Supplier/ Vendor, a company must be one of the following:

- HUBZone Small Business
- Minority Business Concern
- Service Disabled Veteran-Owned Business
- Small Business Concern
- Small Disadvantaged Business Enterprise
- Veteran-Owned Business
- Woman-Owned Business Concern

OUR SUCCESSES IN VENDOR/SUPPLIER DIVERSITY

We continue to be recognized as a top company for vendor diversity by numerous organizations, such as DiversityBusiness.com and the National Veteran-Owned Business Association. Since 2003, our metrics concerning vendor diversity within our Cable Division have improved significantly. While total vendor spending has decreased, we have been able to successfully increase the amount spent with diversity-owned suppliers. The percentage of spending activity attributed to diverse suppliers has increased to 12.4% in 2010 from 7.4% in 2003, representing an increase of 67%. Additionally, the amount of dollars we spend with diverse vendors has grown by 101% in the same period. We also encourage our suppliers to report to us on their own supplier diversity efforts in what's referred to in the industry as Tier II Reporting.

We continue to be recognized as a top company for vendor diversity by numerous organizations.

COMMITMENT TO MINORITY AND WOMEN-OWNED LAW FIRMS

In 2010, Comcast joined 10 other large corporations to create the Inclusion Initiative. In the inaugural year of the effort, 11 companies pledged to spend $30 million with minority- and women-owned law firms. The companies exceeded that goal, collectively spending over $42 million with minority- and woman-owned firms. Comcast will continue this effort in 2011 and will challenge other companies to follow our lead.

The Inclusion Initiative works closely with the National Association of Minority and Women Owned Law Firms to identify best practices for major corporations seeking to maximize relationships with high quality minority- and women-owned law firms throughout the United States.

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Diversity Awards and Recognition

2010 AWARDS RECEIVED

- Comcast was named to the WICT Foundation/PAR Initiative "Best Operators for Women in Cable" and "Best Companies for Advancement Opportunities for Women." (January 2010)
- Comcast received recognition for being one of the "Top 50 Organizations for Multicultural Business Opportunities" by DiversityBusiness.com for the fifth year in a row. (February 2010)
- Comcast placed 9 out of 50 in the "Diversity MBA Top 50 companies for Diverse Managers to Work" listing. We were featured in their 50 Upfront issue. (April 2010)
- Comcast was named "Top 10 in Accountability and Representation" by Diversity MBA. (April 2010)
- The Association of Diversity Councils named Comcast a recipient of the "2010 Diversity Council Honors Award." (Comcast ranked 13 out of the 25 Award recipients.) This was the second year that Comcast applied for and received this honor. (April 2010)
- DiversityInc ranked Comcast one of the "Top 25 Most Notable Companies." (May 2010)
- NOVOBA (National Veteran-Owned Business Association) ranked Comcast one of the "Top 10 Best Corporations for Veteran-Owned Business." (April 2010)
- Comcast was named the "Regional Corporation of the Year" by the Women's Business Enterprise Council of Pennsylvania, Delaware, and Southern New Jersey. (May 2010)
- For the sixth year in a row, Comcast ranked on the Hispanic Business Corporate Diversity in America list. This year Comcast rose to 38 on the list from 45. (August 2010)

- Comcast tied for third place in the telecommunications industry on the "Dave Thomas Foundation Most Adoption Friendly Workplaces" list. (September 2010)
- For the fourth consecutive year, Comcast made the Latina STYLE Magazine "Best Companies for Latinas" list. Comcast ranked 46 on the 2010 list. (August 2010)
- For the fifth year in a row, Comcast ranked on CableFAX: The Magazine's list of "Top Places to Work in Cable." (September 2010)

- For the second year in a row, Comcast scored 95/100 on the Human Rights Campaign Corporate Equality Index. (September 2010)
- Comcast made the Philadelphia Business Journal "Best Places to Work" list for the fourth year in a row, placing second in the Extra-Large Company category. (October 2010)
- Comcast ranked 87 on the G.I. Jobs list of "Top 100 Military Friendly Employers." (November 2010)

CORPORATE EQUALITY INDEX

The Human Rights Campaign Foundation, America's largest civil rights organization working to achieve lesbian, gay, bisexual, and transgender equality, released their 2010 Corporate Equality Index, which rates employers on lesbian, gay, bisexual, and transgender policies within the workplace. Nearly 600 businesses participated in this year's evaluation. Comcast scored a 95% out of 100% for 2010—up from 79% in the last report. The industry average for entertainment and electronic media was 92%, and we're proud that our performance has put us above that benchmark.

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Community Investment

Comcast's community investment strategy is focused on powering dreams in the communities we serve. Our employees live and work in these communities, which means we're strongly invested in the outcome of our community investment efforts.

We structure our community investment efforts around three priorities: expanding digital literacy, promoting community service, and building tomorrow's leaders. When making funding decisions, we look for partnerships that will strengthen communities by fostering diversity and creating opportunities. We work with existing local organizations to positively impact each community we serve in lasting ways, while using our resources to bring visibility to important local issues.

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Expanding Digital Literacy 27

Building Tomorrow's Leaders 29

Sponsorships 31

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The Comcast Foundation

As we grew, so did our community focus. We established the Comcast Foundation in June 1999, and since then, we've given more than $90 million to the highest quality non-profit organizations in Comcast communities nationwide. The Comcast Foundation has reached nearly 3,000 unique organizations in nearly 2,000 communities. Through The Foundation, we provide financial support to organizations that have a strong presence in our communities and match our dedication to expanding digital literacy, promoting community service, and building tomorrow's leaders. In addition to supporting these local organizations, the Comcast Foundation plays a role in each of our national programs and partnerships, including Comcast Cares Day, United Way, Big Brothers Big Sisters, City Year, Boys and Girls Clubs, and One Economy. We also established the Comcast Leaders and Achievers® Scholarship Program, which recognizes students for their academic achievements and civic engagement.

We are all about results. We seek out the best organizations with the best programs and provide the resources to help power dreams. To identify those most meaningful programs and most appropriate organizations, we work with community leaders and local Comcast management teams.

2010 CHARITABLE CONTRIBUTIONS

In 2010, our charitable support (including cash and in-kind contributions) exceeded $380 million. The Comcast Foundation provided $13.8 million in grants to nearly 900 local non-profit organizations and other charitable partners across the country. In addition, more than $350 million of in-kind contributions (mostly in the form of televised public service announcements) and $18.2 million in cash contributions were distributed to more than 1,500 organizations. Since 2001, Comcast's overall giving has exceeded $2.2 billion (including cash and in-kind contributions).

COMMUNITY ORGANIZATIONS RECEIVING SUPPORT

Below is a selection of the wide range of nonprofit organizations and charitable partners that received funding from Comcast Corporation and the Comcast Foundation in 2010.

- American Association of Peoples with Disabilities
- American Red Cross
- Asian American Justice Center
- ASPIRA
- Center for Asian American Media
- Congressional Black Caucus Foundation
- Congressional Hispanic Caucus Institute
- Congressional Hispanic Leadership Institute
- Cuban American National Council
- Emma L. Bowen Foundation
- Equality California Institute
- Hennepin County Library Foundation
- Hispanic Federation
- Latinos in Information Sciences and Technology Association
- League of United Latin American Citizens
- National Association of Latino Elected Officials
- National Congress of Black Women
- National Council of La Raza
- National Urban League
- Organization of Chinese Americans
- Police Athletic League
- Variety – The Children's Charity

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Promoting Community Service

When we invest our time and energy in the community, everyone wins. At Comcast, we encourage all of our employees to give back, and their efforts help support an amazing array of charitable organizations. Every day, in small towns and large cities, our employees volunteer side-by-side with community partner organizations that make a real difference.

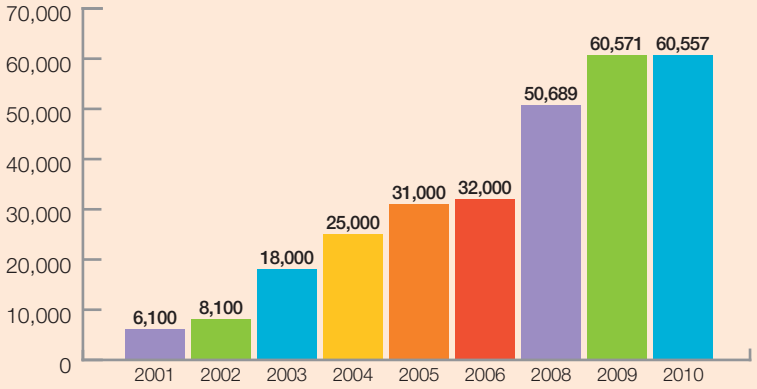
COMCAST CARES DAY

Comcast Cares Day, an annual day of service for Comcast employees, their families and friends, and our community partners, is a company-wide initiative to benefit our larger community. Every year on Comcast Cares Day, we bring together tens of thousands of Comcast employees, along with their families and friends, to make a positive impact in neighborhoods across the country. And last year was no exception. On April 24, 2010, spanning 39 states and Washington, D.C., more than 60,000 volunteers gave well over 360,000 hours of service around the country in projects including revitalizing neglected neighborhood parks, beautifying schools to improve the learning environment, stocking community food banks, and performing other needed tasks.

HOOKED ON VOLUNTEERING FROM THE START

Our employees first took part in what was then called Philadelphia Cares Day in 1997, in the hometown of our corporate headquarters. We were immediately hooked. By 2001, we had expanded our volunteer efforts to our first nationwide Comcast Cares Day. Since 2001, there has been an 893% increase in Comcast Cares Day volunteers. In fact, more than 290,000 Comcast volunteers have donated more than 1.7 million hours of community service to nearly 3,000 projects nationwide. In addition, the Comcast Foundation grants to Comcast Cares Day non-profit partners have amounted to more than $9 million dollars.

COMCAST CARES DAY VOLUNTEERS



Total since 2001: 1,753,266 hours, 292,211 volunteers and 2,922 projects

Note: There was no Comcast Cares Day in 2007 because Comcast changed the timing of Comcast Cares Day from the fall to the spring.

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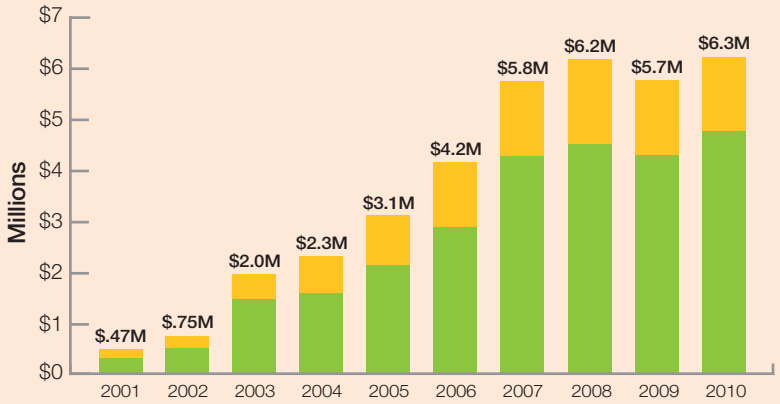
UNITED WAY

United Way's mission is to improve lives by mobilizing the caring power of communities. United Way focuses on the three key building blocks of education, income, and health. We are proud to be a national local partner with United Way and a member of its National Corporate Leadership program, which is the organization's premier program for corporate supporters. Comcast's strategic partnership helps to bring tremendous visibility to United Way's mission, to raise necessary dollars to effectively address issues specific to local Comcast communities, and to motivate our employees to volunteer with local non-profit organizations.

Comcast was one of the first companies to conduct a company-wide United Way giving campaign simultaneously across the country. Comcast's contributions have benefited thousands of local United Way chapters by providing more resources to effectively address needs in the communities in which our employees live and work. We also provide airtime for public service announcements to bring increased awareness to United Way's mission, and to thank Comcast employees for their generosity.

UNITED WAY CAMPAIGN CONTRIBUTIONS



Total since 2001: $36.8 million — 198,164 pledges

Employee Pledge Matching Grant

Since 2003, our employees have made nearly 200,000 pledges, raising more than $26.7 million for local United Ways, plus an additional $10 million in matching Comcast Foundation grants. These figures include nearly $13 million in just the last five years to the Community Impact Fund, which allows United Way to allocate dollars where they are needed most.

BIG BROTHERS BIG SISTERS

BIg Brothers Big Sisters ("BBBS") is the oldest, largest, and most effective youth mentoring organization in the United States. It has been the leader in one-to-one youth service for more than a century, developing positive relationships that have a direct and lasting impact on the lives of young people. BBBS provides mentoring for children ages 6 through 18 in communities across the country.

In addition to financial support, Comcast provides:

- program sponsorships
- national and local board member support
- Comcast University Leadership Development and Training scholarships for BBBS staff leaders
- airtime for public service announcements

In honor of retired co-CFO John Alchin, Comcast has introduced the John Alchin "Beyond School Walls" mentoring program. The program kicked off in 2008 at our corporate headquarters in Philadelphia and has since expanded to Detroit, Hartford, Houston, Jacksonville, Pittsburgh, Portland, Salt Lake City, and the Twin Cities. "Littles" in this program visit "Bigs" at their workplace every other week.

In July 2008, BBBS of America and Comcast launched a three-year, $10 million partnership with financial and in-kind contributions to support BBBS nationally and in local markets. In 2009 and 2010, Comcast aired BBBS public service announcements more than 3,000 times for a value of $15 million in donated airtime.

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THE PARTNERSHIP AT DRUGFREE.ORG

The Partnership at Drugfree.org (formerly known as The Partnership for a Drug-Free America®) is a nonprofit organization uniting communications professionals, renowned scientists, and parents to offer information and support to millions of American families as they aim to raise healthy children.

As parents navigate substance abuse issues in their families, they often need advice on what to say to their kids and how to begin the conversation. They want advice from experts and other parents, but they don't know where to find it.

In 2004 The Partnership created a comprehensive, dynamic collection of resources to answer parents' questions, offer expert advice on addressing drug and alcohol issues throughout a child's life, and connect parents to each other through an online support community. Comcast plays a significant role in gaining maximum exposure for these resources among parents by using a mix of Comcast's assets, including cross-channel advertising, our signature On Demand service and our leading broadband Internet portal, www.comcast.net, to promote these much-needed tools and services for families.

Since 2004, we have committed $105 million of in-kind support to The Partnership. This includes a multiyear $55 million multiplatform agreement consisting of cross-channel advertising, On Demand, and Comcast.net components. In 2010, more than $17 million of airtime was allotted for nearly 3,000 Partnership public service announcements.

Expanding Digital Literacy

Technology can play a powerful role in enhancing the learning experience. However, without basic digital literacy skills, it's difficult to fully benefit from all of today's technological advancements. Digital literacy powers the dreams of opportunity and is an essential step on the pathway to success in 21st century America.

As the United States evolves into a truly digital nation, we want to help ensure that everyone in the country is able to use broadband to achieve their full potential. Helping more people to learn the benefits of broadband ("digital literacy"), and then to use it ("broadband adoption"), will make our communities stronger.

Comcast supports digital literacy through technology labs, online job-search training, online safety, and other programs. Through our newest national partnership with One Economy, the Comcast Digital Connectors program helps train teens and young adults to use broadband and digital tools and to prepare for potential careers in digital media. In turn, they use their newfound knowledge to help spread digital literacy throughout their neighborhoods.

The Comcast Foundation distributed an estimated $6.4 million in support of digital literacy programs in 2010.

BOYS & GIRLS CLUBS OF AMERICA: CLUB TECH

In 2010, Comcast joined Microsoft as national co-sponsor of the Club Tech program, which delivers digital literacy training through one of the most recognizable community-based organizations in the country: Boys & Girls Clubs of America ("BGCA"). The program is designed to provide youths and teens with access to technology software, curriculum, and training. Club Tech also incorporates technology into Clubs' core programming and operations, creating a long-term development plan for

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future members and Club professionals. All resources and programs are also made available through www.myclubmylife.com, BGCA's website for teens. To learn more about BGCA's digital literacy program, visit www.bgca.org/clubtech.

Local Boys & Girls Clubs also frequently serve as hosts for the Comcast Digital Connectors program and as partners in Comcast Cares Day, our annual nationwide day of community service.

In 2009, more than 800,000 young people were served through Club Tech programs and resources. In 2010, Comcast provided $1.06 million in funding to 90 local Clubs, in addition to $18.2 million of in-kind support in the form of public service announcement airtime and donated products.

CABLE IN THE CLASSROOM

Cable in the Classroom ("CIC"), the cable industry's education foundation, works to expand and enhance learning opportunities for students at all grade levels. As a founding member, Comcast has worked with CIC since 1989, along with other members of the cable industry, to provide schools, teachers, and families with resources including access to cable and high-speed Internet, programming and online content, and more. With easy access to educationally rich content through new technologies, educators are able to engage students through interactive experiences and enhance the learning experience.

CIC focuses on five essential elements to help ensure quality education in schools:

- visionary and sensible use of technologies
- engagements with rich content
- community with other learners
- excellent teaching
- support from parents and other adults

ONE ECONOMY

One Economy was created to help low-income communities understand the benefits of using broadband and make it a part of their lives (what's known as "broadband adoption"). The Comcast Digital Connectors program, our partnership with One Economy, takes that mission a step further. The program makes it possible for hundreds of young adults ages 14 to 21 to develop their skills in using computers, software applications, and the Internet, and then take what they've learned out into their communities to make a difference.

Digital Connectors each train two to three times a week at a local school, community center or affordable housing development to hone their technical skills. The curriculum also provides them with life skills that inspire educational advancement and workforce preparation. Each Connectors team has the opportunity to see where their hard work can lead as they interact with Comcast employees from around the country who serve as role models by lending their leadership and expertise to local programs.

Digital Connectors also commit to provide several hours a month in volunteer work at community-based organizations, senior centers, churches, and local schools, as well as by reaching out to their own families and friends, to make everyone aware of how broadband can change their lives and to help them to get connected.

The first Comcast Digital Connectors teams launched in the spring of 2009. By the end of 2010, the program had launched in more than 50 markets across the country. As of the end of 2010, sites included Washington, D.C.; Springfield, Massachusetts; Philadelphia, Pennsylvania; Houston, Texas; Denver, Colorado; Dearborn, Michigan; Atlanta, Georgia; Miami, Florida; Burlington, Vermont; and many more. At the end of 2010, there were 1,200 Comcast Digital Connector participants who gave more than 67,000 hours of community service. By the end of 2011, we expect that more than 1,800 youth will have given at least 100,000 hours of community service and will have shared their technology skills with more than 50,000 residents of low-income communities across the United States.

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Building Tomorrow's Leaders

Today's teenagers volunteering in their communities could include tomorrow's CEO, four-star general or even president. And we want to help each of them realize their full potential.

Comcast supports organizations that inspire young people to lead. For example, City Year corps members serve as mentors and role models to tens of thousands of students, helping them to succeed in school and in life. City Year, our largest national community partner, recruits more than 1,200 young people annually for a year of full-time community service, leadership development, and civic engagement.

Comcast supports organizations that inspire young people to lead.

We believe that community service is a critical element of leadership. Through our Leaders and Achievers Scholarship Program, we recognize graduating seniors who not only excel in the classroom, but who also give back to their communities.

In addition, Comcast supports internships that provide leadership development opportunities for dozens of multicultural students every year, particularly through our partnership with the Emma L. Bowen Foundation.

CITY YEAR

In 1988, Michael Brown and Alan Khazei, then roommates at Harvard Law School, felt strongly that young people in service could be a powerful resource for addressing our nation's most pressing issues. That's why they created City Year. Today, City Year is a national organization that annually recruits more than 1,200 young people ages 17 to 24 for a year of full-time community service, leadership development, and civic engagement. Corps members focus primarily on education and youth development, serving as mentors for children in partnership with public schools, and organizing and running after-school programs.

We have pledged $50 million of cash and in-kind support to City Year for the period from 2003 through 2010. Our in-kind support expands our team sponsorship sites, addresses training and development needs of City Year staff and corps members, and includes the airing of both public service announcements and Red Carpet Events.

Additionally, Comcast executives hold positions on 11 City Year boards across the country and David L. Cohen, an Executive Vice President of Comcast, serves on the National City Year board.

LEADERS AND ACHIEVERS

Every year, Comcast and the Comcast Foundation ask high school principals and guidance counselors to collaborate in identifying the best and the brightest high school seniors in their communities. Why? Because we want to motivate young people to achieve their potential, to be involved in their schools, and to be catalysts for positive change in their communities. The Comcast Leaders and Achievers Scholarship Program recognizes students who exemplify these ideals and serve as models for their fellow students. We know it's not easy to be a kid today, and every bit of encouragement helps. That's why we award recipients a one-time grant of $1,000 to be used toward their pursuit of higher education.

Since 2001, we have invested nearly $13.4 million in our nation's youth by awarding nearly 13,400 scholarships. In 2010, Comcast awarded more than $2 million to nearly 1,900 students. In 2008, we committed $800,000 to the YMCA Achievers Program in Philadelphia for 2009 through 2011.

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THE EMMA L. BOWEN FOUNDATION

In 1989, community activist Emma L. Bowen launched The Foundation for Minority Interests in Media with Dr. Everett C. Parker to prepare minority youth for careers in media. Unlike traditional internships, students work for partner companies during summers and school breaks for five consecutive years. This unique, multiyear program prepares a diverse group of talented young professionals to enter the workforce with specific job-related skills, knowledge of the corporate environment, and a strong foundation for future advancement.

Each year, Comcast gives minority high school and college students an opportunity to pursue their interests in media and communications through its partnership with the Emma L. Bowen Foundation's ("EBF") multi-year work/study program. Since 2004, Comcast has provided 87 students across the nation with Emma L. Bowen Foundation internships and awarded more than $134,700 in scholarships. In 2007, Comcast became the company with the largest number of Emma L. Bowen Foundation interns and Comcast remains the largest industry supporter of the Emma L. Bowen Foundation, sponsoring more students than any other partner company.

In 2010, there were 60 Comcast Emma Bowen Foundation interns — nine of whom were new to the program.

RON CLARK ACADEMY

Ron Clark has been innovating education since 1994. He's been named American Teacher of the Year, honored as Oprah Winfrey's first ever "Phenomenal Man" and won countless other educational awards. In 2007, Mr. Clark set out to build a school that would serve as a model for its faculty, its students, and fellow educators. Comcast was determined to help.

Along with co-founder Kim Bearden, Ron Clark founded the Ron Clark Academy ("RCA") in Atlanta, Georgia. The school was designed to embody Mr. Clark's creative teaching methods, which include his 55 classroom rules for encouraging politeness and respect among peers, and about which he's authored a book. To spread his mission, Mr. Clark's school acts as a model for others, as he and his fellow teachers train approximately 3,000 educators each year.

Comcast's support for RCA has come at many levels, including:

- support of the RCA Plus After-School Program, which offers enrichment activities such as music, visual arts, and video production
- sponsorship of the Great American Teacher Awards, which recognize passionate and innovative teachers around the globe
- free high-speed Internet and video services

Additionally, for Comcast Cares Day 2010, Comcast employees joined RCA staff, students, and parents to build compost bins and a pollinator garden for the school's campus.

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Sponsorships

Comcast Corporation, the Comcast Foundation and our business entities often seek creative ways to partner with non-profit organizations that help make our communities stronger. In the process, we make direct connections between these organizations and our businesses, and frequently provide the technical skills of our employees. While we have hundreds of these sponsorships, a few representative ones are listed below. These sponsorships complement our three priorities of community investment (expanding digital literacy, promoting community service, and building tomorrow's leaders), as well as the partnerships we execute on a national scale and the dreams we seek to power in the local communities we serve.

We seek creative ways to partner with non-profit organizations that help make our communities stronger.

NEWSEUM 9/11 GALLERY

The Newseum sits between the White House and the U.S. Capitol on Pennsylvania Avenue in Washington, D.C. The museum showcases history as seen through the eyes of the media and houses the Comcast-sponsored 9/11 Gallery, an exhibit dedicated entirely to news coverage of the tragic events of September 11, 2001.

Comcast's $8 million commitment to the Newseum as a founding partner helped establish a permanent 9/11 Gallery after the museum relocated from Arlington, Virginia in 2008. The 9/11 Gallery represents one of 14 permanent galleries at the museum. The 9/11 Gallery looks specifically at how world media reacted to one of the biggest news stories of the century using front pages from the following day, artifacts, and a documentary featuring journalists' accounts of the day's events.

NFL NETWORK PARTNERSHIP: KEEP GYM IN SCHOOL PROGRAM

In April 2010, Comcast announced that it would partner with NFL Network ("NFLN") on its Keep Gym in School program. The partnership began at one of the Comcast Cares Day project sites, at Rhoads Elementary School in Philadelphia, where Comcast employees and other volunteers gave the school a complete makeover and NFL Network provided the school with a grant to support physical education and to purchase new equipment for the gym.

The NFLN Keep Gym in School program is designed to combat the alarming rates of childhood obesity throughout the country by promoting and supporting physical education in schools. Throughout 2010, the program supported five schools in Comcast markets across the country, with each site receiving a grant to refurbish, create or upgrade its gym. The 2010 Keep Gym in School markets included Pittsburgh, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Denver, Colorado; and Oakland, California. To build awareness for the program, Comcast also ran several Keep Gym in School public service announcements in these markets during 2010.

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Environmental Matters

In addition to our commitment to conducting our businesses in compliance with all applicable environmental laws and regulations, we are committed to exploring new opportunities for reducing our environmental footprint. We strive to avoid any adverse impact on the environment and the communities in which we conduct business, and we see these efforts as our responsibility as an industry leader and a good corporate citizen.

We are incorporating sustainable initiatives into our daily operations. Responsible energy use is the right thing to do for our country, our business, and the environment. We have established a cross-functional Sustainability Working Group that is charged with developing strategies to reduce our impact on the environment.

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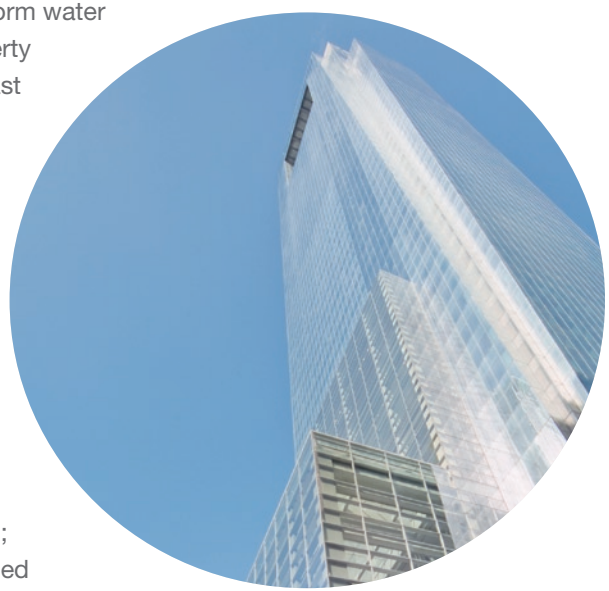
Our Headquarters: Comcast Center

In creating our new 57-story corporate headquarters in Philadelphia that opened in 2008, we partnered with Liberty Property Trust, the nation's leading developer of high-performance green office buildings. Whether it is the dramatic 120-foot-high Winter Garden, the vegetative roof, or the erosion control and storm water management system, Liberty Property Trust and Comcast worked together to create a building that is an environmental leader.



LEED CERTIFICATION

The Comcast Center has achieved Leadership in Energy and Environmental Design ("LEED") Gold certification; it is the tallest LEED-certified building in the United States. The certification is a voluntary, consensus-based national standard for developing high performance, sustainable green buildings that focuses on open space, conservation of water and energy, and a reduction in waste. LEED certification is recognized nationwide as proof that a building is environmentally responsible and a healthy place to live and work.

ENERGY CONSERVATION

- The Comcast Center courtyard's public outdoor fountain combines with shading to create an urban micro-climate during hot summer months. An underfloor loop is used to heat/cool the Winter Garden's and 6th floor Atrium Café's floor. This ultimately reduces the amount of energy used.
- During summer months, fans at the roof of the Winter Garden exhaust hot air that rises and becomes trapped in the upper reaches. The tower saves energy by exhausting hot air instead of cooling it using air conditioning.
- The Comcast Center provides 70% shading in the summer through the use of shading devices and site positioning. This reduces the urban heat-island effect caused by the city pavement absorbing the sun's heat.
- The building's glass curtain wall blocks 60% of heat from the sun, while allowing 70% of the sun's visible light to be transmitted, which provides ample daylight while reducing energy used for air conditioning.

WATER CONSERVATION

- The Comcast Center's water-saving fixtures save 3 million gallons of drinking water every year, a 41% reduction over a typical office building.
- The Comcast Center uses water-saving fixtures and waterless urinals in all restrooms. The water-saving fixtures save 18.9 million drinking glasses of potable water every year. The waterless urinals save 1.2 million gallons of water use every year.
- The water-saving fixtures also save 4,950 gallons of sewage from entering Philadelphia's sewage system every day, a 24% reduction over a typical office building.
- The building's water-conserving irrigation system saves 44,200 gallons of water every year, a 52% savings over a typical office building.

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RECYCLING PLAN

- The Comcast Center employs a comprehensive, year-round recycling program.
- Liberty Property Trust, as part of its janitorial services contract bidding process, made a strict criterion for the use and selection of green, Earth-friendly cleaning products.

WASTE REDUCTION

- The Comcast Center recycled over 77% of the demolition waste from the previous building, diverting it from landfills.

Real Estate and Facilities Management

As part as our ongoing effort to promote green or sustainable facilities, our corporate real estate group, which has a portfolio of just under 3,400 properties in 40 states, is encouraging the design, construction, and maintenance of buildings that incorporate environmentally responsible practices. This initiative includes the following strategies:

- Evaluating building sites for the efficient use of parking, availability of alternative transportation for employees, and responsible storm water management. In addition, sites that are close to our customers' homes and businesses are preferred because they minimize driving time and gasoline for truck rolls.
- Decreasing water consumption by using low flow and waterless fixtures and promoting water conservation.
- Decreasing energy consumption by evaluating building envelopes, implementing preventative maintenance programs for building equipment, and using energy efficient light systems, high efficiency HVAC systems, building control systems, and electrical systems.
- Evaluating building materials for appropriateness of use to limit the environmental and health impact over their life cycle.
- Encouraging recycling of construction waste and recycling of cardboard, paper, metal, cans, and bottles.
- Evaluating indoor environmental quality for physical, visual, and acoustical comfort. Whenever possible, the use of open work plans that take advantage of natural light are encouraged.
- Increasing awareness among employees regarding their impact on building and equipment energy consumption through communication, education, and training.

Comcast recognizes that promoting these positive goals is not only important to the overall environment but also provides the added benefits of lower operating costs, reduced energy consumption, increased value of facilities, and enhanced productivity and workplace satisfaction.

In 2008, Comcast created and made available to all employees responsible for real estate activities design criteria specifications that incorporate these goals. These specifications are LEED compliant and are intended to be used whenever Comcast builds a new property or makes significant renovations to existing structures. As of the end of 2010, we had incorporated these specifications into close to 30 major construction projects.

Data Center Efficiency

Our data centers are a key part of our operations as a leading provider of entertainment and communications services. Whether it's the construction of new data centers or upgrades to existing ones, we are committed to finding ways to ensure maximum efficiency in our operations. Beyond the examples described in this section, Comcast is continuing its efforts to increase the energy efficiency of all its data centers. To that end, our data center management team is actively participating in both the Society of Cable Telecommunications Engineers ("SCTE") Smart Energy Management Initiative (SEMI) Forum and the U.S. Department of Environmental Protection Agency ("EPA") Energy Star for Data Centers Program.

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AN ENERGY EFFICIENT EXAMPLE: THE POTOMAC DATA CENTER

The Potomac Data Center in Centennial, Colorado, is an example of Comcast's commitment to environmental sustainability. In June 2009, the data center was opened. It was constructed using an innovative, energy efficient design that features several environmentally positive attributes, including:

- advanced building automation controls that ensure maximum efficiency in the operation of air conditioning, heating, and lighting
- high efficiency chillers that minimize electricity usage
- a water side economizer that uses low outdoor air temperatures to provide cooling to data center equipment, which reduces the need to run mechanical chillers powered by electricity
- segregation of data center equipment based on heat generation and electrical power usage so that cooling capacity can be controlled based on the specific needs of the equipment
- a water softener that was installed to reduce cooling water consumption, to reduce the use of chemicals in water treatment, and to maintain operational efficiency by reducing the build-up of scale

DATA CENTER ENERGY AUDITS AND IMPROVEMENTS

Comcast's Data Center management team contracted to perform energy audits at our West Chester, Pennsylvania and Moorestown, New Jersey data centers. The audits were designed to identify energy usage costs at both data centers, evaluate and identify current operating procedures, and, based on the findings, propose changes to operating procedures and recommend equipment replacements and/or upgrades designed to reduce overall energy consumption. As a result of these audits, operating procedure changes have been implemented and energy usage is being tracked to validate the changes, which will result in a reduction of energy consumption. Recommendations for equipment replacements and/or upgrades were evaluated and the following improvements have been made:

- West Chester Data Center: Power distribution improvements included installing power strips that report power draw at the outlet level, thus providing more efficient and effective use of available power and maximizing available data center space. Installation of a CRAC (Computer Room Air Conditioner) Manager system resulted in being able to cycle off approximately one-third of available Data Center Floor Air Conditioners.
- Moorestown Data Center: A UPS battery monitoring and reporting system was installed that will reduce life cycle costs by reducing the frequency of UPS battery replacements.

DATA CENTER NEW CONSTRUCTION

Comcast's newest Data Center, which will be a 10,000 square foot leased site in Chicago, will use outside air for cooling when lower outside air temperatures permit. This is one of the lowest cost and most environmentally friendly methods of cooling available. Power supplied to the IT cabinets will be distributed using power strips that report power draw at the outlet level, thus providing more efficient and effective use of available power and maximizing available Data Center space. Comcast will begin using this site in 2011.

Home Garaging Network

In 2010, there were more than 19,700 mobile computing devices or laptops deployed to Comcast field service technicians. This technology enables many technicians to go directly to their first appointment in the morning, which eliminates their need to drive to the office first to get their assignments by paper work order. This program reduces mileage on the road and therefore CO2 emissions and fuel consumption. It is a great example of how a green initiative can also make a positive impact on Comcast's business operations.

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Alternative Fuel Capable Vehicles

Comcast has the fourth largest fleet of vehicles in the United States and is proud of its progress in the area of alternative fuel capable vehicles. Our fleet includes both hybrid and flex fuel (E-85 capable) vehicles. As reported by Automotive Fleet Magazine in 2010, Comcast has the 9th largest private (non-governmental) fleet of hybrid vehicles in the United States and the 2nd largest number of hybrid and alternative fuel capable vehicles in the communications industry. We have 185 hybrid and over 4,125 flex fuel vehicles in our approximately 38,280 vehicle fleet, which means 11% of our fleet is alternative fuel capable, the highest percentage in our industry. We will continue to purchase alternative fuel capable vehicles and use alternative fuels where it is operationally responsible.

In addition to selecting and procuring vehicles that balance the needs of our workforce with environmental impact, we have other initiatives with our fleet that contribute to lower CO2 emissions and reduce fuel consumption. For example, where possible, we install lightweight material and equipment inside vehicles that results in up to 5% immediate fuel savings.

Virtual Customer Account Executives

We implemented a successful virtual customer account executive program in which Customer Account Executives ("CAEs") work from home. Approximately 1,200 CAEs, or 6% of our agent workforce, spread across all three Cable divisions, work from home. In addition to the positive impact on employee satisfaction, the program reduces the need to construct or expand call centers, allows employees to work part-time or split shifts, and reduces the CO2 impact from employee commutes to and from work.

Paperless Communications

ECOBILL™

In 2008, Comcast introduced a paperless invoicing program, Ecobill, that enables our customers to receive their bills electronically. As of April 30, 2011, 5.1 million or 22% of Comcast's customers had enrolled in Ecobill. Ecobill lowers the costs of printing customer bills and reduces the amount of paper consumed. For example, our customers who have enrolled in the Ecobill program will conserve approximately 67.5 million pieces of paper and 122.4 million envelopes a year.

During 2010, Comcast continued awareness of Ecobill by partnering with a credit card association to promote Ecobill. We also improved our customer email alerts in order to electronically deliver certain legal and regulatory notices to customers. In 2011 we plan to refresh our Ecobill message with a new communication campaign and to create opportunities for participation incentives and sweepstakes in local markets.

ECOPAY

At the beginning of 2010, Comcast implemented Ecopay, our initiative toward a greener payroll process. Most employees no longer receive a paper direct deposit statement. Instead, employees access their payroll information online. It is estimated that Ecopay will save over 2 million pieces of paper each year.

Comcast is also in the process of moving to a paperless process in accounts payable. We are encouraging our vendors to submit their invoices to us electronically and we in turn pay them electronically. It is estimated that this component of Ecopay will save another 1 million pieces of paper each year.

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E-PROXY

Comcast takes advantage of the Securities and Exchange Commission rule allowing companies to furnish proxy materials to their shareholders via the Internet. This e-proxy process expedites shareholders' receipt of proxy materials, lowers our costs, and reduces the environmental impact of our annual meeting of shareholders. Beginning in 2008, instead of mailing the full proxy materials to shareholders of record and beneficial owners, we mailed a Notice of Internet Availability of Proxy Materials containing instructions on how to access the proxy statement and our Annual Report on Form 10-K via the Internet and how to vote online.

In its first year, e-proxy reduced the number of printed proxy materials by 85%, or approximately 3.4 million copies, which translates to a savings of 170 million sheets of paper — the equivalent of approximately 3,300 trees. By saving 121 tons of paper, Comcast reduced the amount of waste water produced by about 778,000 gallons. Comcast has successfully continued this method for distributing proxy materials.

Records Management Shredding and Recycling Program

In connection with our Records Management program, we use vendors to recycle documents that we must shred. In 2010, Comcast's shredding program recycled 1,115 tons of paper, saving 18,995 trees and preventing 3,345 cubic yards of waste from entering landfills.

Supply Chain Recycling Efforts

Comcast has partnered with certain of our vendors to implement and promote green initiatives. We have successfully moved all but one of our manufacturing vendors away from using Styrofoam end caps to secure our equipment while transporting it to our warehouses. The manufacturers are either using a pulp end cap that is 100% recyclable, or individually boxing our equipment and securing it to a pallet in order to safely transport the equipment to our warehouses in recyclable cartons.

Our distribution vendors that help us ship our products to our customers are able to reuse or repurpose all outer cartons to further reduce the cost of purchasing new cartons. Corrugated material that cannot be reused is appropriately recycled by grinding and is retrieved by a recycling company.

In 2000, Comcast began to offer Self-Install Kits for our high-speed Internet products. By 2010, approximately 5 million Self-Install Kits had been shipped to our customers for our high-speed Internet, video, and voice products. Our customers can call 1-800-COMCAST to have a kit mailed to their home, which reduces the number of truck visits. The cardboard used in the kits contains an average of 60% recycled content and kits are printed with very low emission vegetable- and water-based inks. A full 98% of our kits and their contents can be recycled by the customer.

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