

Comcast Named a Top Company for Diversity by Black Enterprise Magazine
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[Comcast Corporation](#) (Nasdaq: [CMCSA](#), [CMCSK](#)), one of the world's leading media, entertainment and communications companies, announced today that it has been named to *Black Enterprise* magazine's annual list of the "40 Best Companies for Diversity." The publication recognized [Comcast](#) and [NBCUniversal's](#) diverse employee base, supplier diversity program and the diverse representation of the Company's Board of Directors as key strengths.

In selecting the top 40, *Black Enterprise* conducted a comprehensive outreach effort to the top-grossing 1,000 publicly-traded companies and 100 leading global companies with significant U.S. operations. The survey focused primarily on the participation of African American, Asian, Hispanic and other ethnic minority groups in four key areas: supplier diversity, senior management, board of directors and employees.

"Since Comcast's founding nearly 50 years ago, we have been committed to creating a culture of fairness, respect and inclusion. It is an honor to be recognized by *Black Enterprise* as one of the best companies for diversity as Comcast and NBCUniversal strive to become a model of diversity for the communications and entertainment industries," said Maria G. Arias, Executive Director of Diversity and Inclusion, Comcast Corporation. "We are proud of the additional steps we have taken, and will continue to build on our strong foundation to create an even more inclusive company."

Comcast and NBCUniversal are focused on making sure that diversity is reflected in our leadership, workforce, purchasing decisions, programming and community investment. In 2011, the companies made significant progress in these areas, including adding two diverse Board members, which increased the Board's diversity to 33 percent, forming internal and external diversity advisory councils, increasing diversity hires and promotions, expanding employee awareness and training on diversity, increasing supplier diversity spending, expanding diverse programming, and increasing contributions to diverse and minority-led and minority-serving non-profit organizations.

This is the third year that Comcast has been named to *Black Enterprise's* "40 Best Companies for Diversity" list since 2007. Comcast and NBCUniversal's Diversity Councils were also listed among the "2012 Top 25 Diversity Councils" by the Association of Diversity Councils. Additionally, Comcast was recently recognized as one of *Diversity Inc's* "25 Noteworthy Companies," named one of *Asian Enterprise* magazine's "2011 Fortune 500's Best Companies for Asian Americans and Pacific Islanders," listed as one of the "Top 50 Organizations for Multicultural Business" by DiversityBusiness.com, and named one of the "10 Best U.S. Corporations for Veteran-Owned Businesses" by the National Veteran-Owned Business Association. NBCUniversal has also received significant recognition and was recently ranked first among programmers in WICT PAR's "2011 Best Companies for Women in Telecommunications Survey," won the Disability Rights Legal Center's "Corporate Diversity Award," and was selected as one of *Work Life Matters* magazine's "Top Companies for LGBT Equality."

The complete special report on the best companies for diversity, including methodology and selection criteria, is available in the July 2012 issue of *Black Enterprise*.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the world's leading media, entertainment and communications companies. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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