

Dreams and Comcast Sports Group Launch Regional Online Fan Shops
Tuesday, October 11, 2011 12:30:00 PM (GMT)

New Engagement Builds Upon Successful Partnership with NBC Sports

Dreams, Inc. (NYSE Amex: DRJ), a technology driven, multi-channel retailer focused on the licensed sports products industry, has partnered with Comcast Sports Group to create regional online fan shops at Shop.Comcastsportsnet.com that are "Powered by Dreams." The new shops can also be accessed individually according to region or via the main Comcast Sports Group website at www.comcastsportsnet.com.

The shops offer a full array of the latest sports memorabilia products associated with local teams across several national markets, including:

- Baltimore
- Bay Area (San Francisco)
- Chicago
- New England
- Philadelphia
- Washington D.C.

This multi-region launch follows Comcast's recent acquisition of NBC Universal and builds upon Dreams' successful partnership with NBC Sports, which in March of last year engaged Dreams to manage its online store at Shop.NBCSports.com.

While the NBC Sports relationship will continue to serve a national audience, Comcast SportsNet will target local fans via on-air promotions and advertising through Comcast affiliated sports channels in their respective markets.

"Comcast SportsNet websites provide local viewers access to an extensive selection of their teams' sports products and merchandise with an easy click at the top of the home page," said Kevin Bates, president of Dreams' retail division. "Our platform helps bridge the gap between television and the Internet, allowing Comcast to market specific products to each network's targeted audience, driving website traffic and increasing sales."

Supported by Dreams' online marketing expertise and proven proprietary e-commerce technology, the regional sites are designed to deliver an improved visitor experience through an expanded product assortment, more accurate search results, powerful product filtering features, and extensive SEO improvements.

"Our partnership with Dreams allows us to effectively leverage our local media assets and deliver an unmatched array of fan-oriented services," said Eric Grilly, executive vice president and chief digital officer of Comcast Sports Group. "The digital retail channel across Comcast Sports Group's regional sites complements our current content offering and furthers our goal of providing the best local sports experience in the country."

About Comcast Sports Group

Comcast Sports Group is the nation's premier source for television and online sports coverage. Comcast Sports Group, part of the NBC Sports Group and Comcast Corporation (Nasdaq: CMCSA, CMCSK), consists of 14 local networks that deliver 2,400 sporting events annually and breaking news and analysis to more than 50 million cable and satellite homes. Comcast Sports Group's sports networks are: Comcast SportsNet Bay Area, Comcast SportsNet California, Comcast SportsNet Chicago, Comcast SportsNet Mid-Atlantic, Comcast SportsNet New England, Comcast SportsNet Northwest, Comcast SportsNet Philadelphia, SNY, The Mtn. – Mountain West Sports Network, CSS and Comcast Sports Southwest. Comcast Sports Group

also manages NECN (New England Cable News), the nation's largest regional news network, and The Comcast Network, based in Philadelphia and Washington, which delivers community-oriented programming. For more information, see ComcastSportsNet.com.

About Comcast Corporation

Comcast Corporation (NASDAQ: CMCSA, CMCSK) (www.comcast.com) is the nation's leading provider of entertainment, information and communication products and services. With 23.9 million cable customers, 15.3 million high-speed Internet customers, and 7.0 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

About Dreams, Inc.

Dreams, Inc. (NYSE Amex: DRJ) is a technology driven, multi-channel retailer focused on the sports licensed products industry. For more information, please visit www.DreamsCorp.com.

Forward Looking Statements

Statements contained in this press release, which are not historical facts, are forward-looking statements. The forward-looking statements in this press release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such statements are indicated by words or phrases such as "anticipates," "projects," "management believes," "Dreams believes," "intends," "expects," and similar words or phrases. Such factors include, among others, the following: competition; seasonality; success of operating initiatives; new product development and introduction schedules; acceptance of new product offerings; franchise sales; advertising and promotional efforts; adverse publicity; expansion of the franchise chain; availability, locations and terms of sites for franchise development; changes in business strategy or development plans; availability and terms of capital including the continuing availability of our credit facility with Regions Bank or a similar facility with another financial institution; labor and employee benefit costs; changes in government regulations; and other factors particular to the company.

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Industries: Department Stores, Entertainment, General Entertainment, Online Retail, Retail

Languages: English

Primary Identifiers: DRJ-US, CMCSA-US

Related Identifiers: DRJ-US, CMCSA-US, DRJ

Source: Dreams, Inc.

Subjects: Contract/Agreement, Product/Service