

COMCAST BOOSTS MULTICULTURAL PROGRAMMING WITH THE LAUNCH OF SLING TV ON X1

Sling TV App Will Offer More Than 425 Channels Including 320+ Multicultural Networks in 21 Languages

PHILADELPHIA & ENGLEWOOD, Colo., Nov 22, 2016 --Comcast and Sling TV today announced that Sling TV, the live and on demand Internet TV service, will launch on the X1 platform, giving Comcast's X1 customers access over the Internet to even more content, including hundreds of new multicultural programs and channels. The companies are working to add Sling TV to X1 and will provide more details when the content is available to customers.

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“The addition of Sling TV's multicultural programming will be an excellent complement to the existing international offerings on X1 and will be attractive to our customers,” said Javier Garcia, Senior Vice President and General Manager, Multicultural Services for Comcast Cable. “Our customers are becoming increasingly diverse and this is a fantastic opportunity to quickly deliver even more customized and multicultural programming to them, on an X1 platform that's smart, fast and easy-to-use.”

“Sling TV's debut on Comcast's X1 is another step forward in our promise to consumers to be available on their favorite platforms,” said Ben Weinberger, Chief Product Officer, Sling TV. “For the first time, millions of Comcast customers will have access to new multicultural programming options as well as the full suite of Sling TV programming.”

Multicultural consumers are the fastest growing segment of the U.S. population, increasing by 2.3 million per year. Census projections show that multicultural populations will become a majority by 2044. Providing culturally relevant content for diverse audiences and language groups, including Arabic, Chinese, Urdu and more, Sling TV will offer X1 customers easier access to Sling TV's broad range of multicultural programming delivered over the Internet.

Pricing for Sling TV services on X1 will be consistent with current offers on other platforms. Sling TV's multicultural packages start at \$10 per month. All Sling TV packages will be available, giving customers the option to customize packaging with genre- and language-specific add-ons.

X1 is a cloud-based platform that combines live TV, on demand content, a cloud DVR, and streaming video from the web, into one seamless experience. The platform includes a voice remote control as well as Spanish user-interface. X1 is currently available across Comcast's entire footprint.

About Comcast Cable

Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq:CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.

About Sling TV

Sling TV provides over-the-top television services, including general market and multicultural live and on-demand programming. It is available on televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two streaming services, which collectively include more than 100 channels and programming content from Disney/ESPN (Sling Orange / single-stream only), Fox (Sling Blue / multi-stream only), NBC (Sling Blue / multi-stream only), NBA TV, NHL Network, Pac-12 Networks, HBO®, STARZ, AMC, A&E, Turner, Scripps, GSN, Hallmark, Viacom, EPIX, AXS and Univision. Additionally, Sling TV offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling's multicultural offering currently provides more than 280 channels in 20 languages across multiple devices to U.S. households. Visit <https://www.sling.com/>.

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