



**INTERNATIONAL
CHANNEL
NETWORKS®**

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**INTERNATIONAL CHANNEL TO REBRAND AND REPROGRAM
CHANNEL TO REINFORCE COMMITMENT TO ITS
ASIAN AMERICAN AUDIENCE**

*New Name, On-air Graphics and Program Schedule to Debut
Early Second Quarter 2005*

Englewood, CO – As the next step in International Channel’s strategic evolution to focus entirely on the Asian audience in the United States, International Channel will undergo a complete channel re-branding and reprogramming, including increasing its English-accessible Asian programming, to better reflect this audience. These changes will debut early second quarter 2005. The announcement was made by Steve Smith, managing director, International Channel Networks.

“Our goal is to create a destination network for and about Asian Americans by continuing to build on the existing channel and the success of the two-year old *Asia Street* programming block,” said Mr. Smith. “International Channel Networks is uniquely positioned to relaunch and market this channel, given its expertise in the cable industry coupled with 10 plus years working locally in the Asian communities around the country.”

International Channel first targeted the English-speaking Asian American audience when it launched its *Asia Street* block of primetime programming in January 2002. *Asia Street* has consisted of films, anime, music videos and new originals aimed at a younger audience. While this type of programming will expand, Smith noted that the schedule would still offer programs such as news and dramas that have historically aired on the channel in various Asian languages to serve the first-generation older immigrants. “It’s important that we continue to provide programming that appeals to these first-generation immigrants, as well as the 1.5 and second and third generation Asian Americans who are more assimilated and speak English but still want programming that speaks to their culture,” he said.

Assisting with the re-branding process is Woo Art International, a New York-based communications design and production company, recently retained by International Channel Networks’ marketing department.

“There has been a void in the media landscape for a national television channel to serve the Asian American audience and Woo Art is truly excited to be involved and be part of creating such a groundbreaking channel,” said John Woo, executive producer and co-founder of Woo Art. “Woo Art and International Channel are in the process of developing a new name and look that will reflect the culture and sophistication of this audience,” added creative director Roger Woo.

International Channel has been acquiring programming for the new schedule from some of the top suppliers in Asia. “There is a tremendous amount of high-quality programming coming out of Asia that is becoming increasingly popular here in the U.S., most notably Korean films, anime and music that are appealing to Asian Americans and non-Asians alike,” Smith continued. The new schedule will be announced later in first quarter 2005.

The channel’s new focus also is intended to attract new advertisers. “With Asians being the fastest growing, most affluent and youngest ethnic group in the United States, this is a highly desirable audience for advertisers and the new format for International Channel will be much simpler to understand and make it easier for advertisers to reach the entire Asian audience,” said Bill Georges, Vice President of Advertising Sales, International Channel Networks.

Since 4th quarter 2004, the amount of European and Middle Eastern language programming on International Channel has been decreasing and will all be completely removed in the 2nd quarter 2005 schedule revamp. However, International Channel Networks will continue to feature programming for these audiences, as well as more in-language Asian product, through its premium networks and On Demand services.

About International Channel Networks

International Channel Networks (ICN) is a leading provider of in-language and multi-ethnic programming in the United States. The company delivers programming through ad-supported and pay TV channels, original productions and On Demand services. International Channel is the company’s ad-supported channel that consists of programming in more than 15 Asian, European and Middle Eastern languages. The channel also appeals to young Asian American viewers by providing a primetime programming block in English that speaks to their specific cultural interests. ICN also provides 20 pay TV channels that offer specific in-language programming from a variety of international sources: African Independent Television (African), ART (Arabic), CCTV-4 (Chinese), Channel One Russia (Russian), CTI Zhong Tian Channel (Chinese), MBC (Korean), NITV (Farsi), Pro TV International (Romanian), RAI (Italian), Rang-A-Rang (Farsi), Romanian Satellite Channel 2 (Romanian), Romanian Satellite Channel 3 (Romanian), RTN (Russian), SBTN (Vietnamese), The Filipino Channel (Filipino), TV Asia (South Asian), TV JAPAN (Japanese), tvK24 (Korean), TV5 (French) and TV Polonia (Polish).

International Channel Networks is the trade name of International Networks, LLC, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK). For more information, visit www.internationalchannel.com.

About Woo Art International

Woo Art International is a New York based creative services and production company founded in 1981 by Roger and John Woo. Woo Art creates award-winning visual media for a diverse base of clients in the entertainment, promotion and communication industries.

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Contacts:

Patricia Frith
PF Marketing
Tel: 818 876-0480

Teresa Wiedel
International Channel Networks
Tel: 720 873-2933

Email: pfmarketing@adelphia.net

Email: teresa.wiedel@i-channel.com