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**INTERNATIONAL CHANNEL TO SPONSOR THREE OF THE TOP
ASIAN AMERICAN FILM FESTIVALS IN THE U.S. IN 2005**

*IC Will be the Presenting Sponsor of Film Festivals in San Francisco,
Los Angeles and New York*

NATPE: Las Vegas – On the heels of the announcement that International Channel will re-brand and re-program to be a dedicated channel for Asian Americans beginning this April, Steve Smith, Managing Director, International Channel Networks, is announcing the channel's commitment to three of the top Asian American film festivals taking place this year in the U.S. International Channel will be the presenting sponsor of festivals in San Francisco, Los Angeles and New York.

“Over its 10-plus year history, International Channel has featured many films from Asian and Asian American filmmakers and we have definitely stepped up the number of these films on the channel since the premiere of the *Asia Street* programming block two years ago,” said Steve Smith, Managing Director, International Channel Networks. “As the channel continues to evolve to provide programming for the Asian American community, these types of films will be an important part of the schedule and we will continue to support the filmmakers.”

The first festival that International Channel will sponsor will be the 23rd Annual San Francisco International Asian American Film Festival taking place March 10-20. In addition, IC will be the presenting sponsor of the 21st Annual Visual Communications FilmFest: The LA Asian Pacific Film and Video Festival in Los Angeles on April 28-May 5, and the 28th Annual New York Asian American International Film Festival on July 15-31.

This past weekend, International Channel was co-sponsor of the 4th Annual Asian Pacific Filmmakers reception at the Sundance Film Festival in Park City, Utah. The event celebrated the contributions of Asian and Asian American filmmakers at the famed independent film festival and was organized by Asian CineVision, Visual Communications, National Asian American Telecommunications Association and TCDM & Associates.

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 Video On Demand. 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 17 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), RAI (Italian), Rang-A-Rang (Farsi), 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.

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