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AZN TELEVISION RANKS #1 IN POTENTIAL TO REACH UNDERSERVED MARKETS

Jack Myers Report Survey of Advertising Executives on Emerging TV Networks Gives Newly Relunched all-Asian Channel the Number One Spot

Centennial, CO – AZN Television was ranked as the network with the greatest potential to reach an underserved market in the latest *Jack Myers Report* Survey of Advertising Executives on Emerging TV Networks. The study asked advertising and agency executives to evaluate 82 networks for their potential value in three major categories, including the potential to reach a currently underserved audience. AZN Television was ranked number one in this area.

“This study is yet one more validation that AZN Television, with its new focus, has tremendous upside for both cable operators and advertisers to address the needs of the Asian American market,” said Steve Smith, Managing Director, International Networks and AZN Television. “What’s particularly encouraging is the recognition that AZN Television has received after having launched less than two months ago.”

AZN Television, formerly International Channel, was rebranded and refocused to provide programming for the Asian American audience. AZN Television launched on March 28 with a new schedule featuring all-Asian and Asian American programming, including film and drama, anime, pop music, originals and news.

“Advertisers are beginning to recognize the potential of the Asian American market and this survey clearly indicates that AZN Television is the ‘must buy’ channel to reach this underserved, yet very valuable audience,” said Bill Georges, Vice President, Advertising Sales, AZN Television. “Asian Americans are the most educated, affluent, youngest, and one of the fastest growing ethnic groups in the U.S. and advertisers need to get on board now to gain these brand-loyal customers.”

The *Jack Myers Report* survey was conducted on line during April, 2005 among advertising and agency executives. A total of 82 TV networks with U.S. distribution less than fifty million and more than one million subscribers were included in the study.

About the Asian American Market

Asian Americans have \$363 billion in spending power and, according to the U.S. Census, represent 4.6 % of the U.S. population. Of the total 13.5 million Asian Americans, 85% speak English.

About AZN Television

AZN Television is the cable television network for Asian America. AZN Television's primetime programming targets the fast growing, young, affluent and English-speaking Asian American community with original programming produced in the U.S. Rounding out primetime are some of the most popular movies, dramas, anime and music shows out of Asia. Daytime programming features drama series and timely news programs direct from Asia's leading broadcasters. Weekends are dedicated to programming for South Asian viewers. For more information, visit azntv.com

AZN Television is a service of International Networks, which also provides 16 premium cable television channels from various international sources in the languages of the country of origin. International Networks is the trade name of International Networks, LLC, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK). For more information, visit www.internationalnetworks.com.

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