



FOR IMMEDIATE RELEASE

**AZN TELEVISION AND THE NBA SIGN NEW AGREEMENT TO
PROVIDE NBA PROGRAMMING FOR ASIAN-AMERICANS**

*AZN to Produce Original NBA Weekly Series and Air
Documentary Series "Yao Ming in the NBA"*

NEW YORK, August 29, 2005 -- AZN Television, the cable channel featuring programming for Asian-Americans, and the National Basketball Association (NBA) have entered into a partnership to provide NBA-related programming for Asian-Americans. The announcement was made today by Steve Smith, Managing Director, AZN Television and International Networks, and Gregg Winik, NBA Entertainment Executive Vice President. The deal reflects the growing interest in the NBA among Asian-Americans.

AZN will produce the original series "Hoopguys," which will follow the antics of three Asian-American NBA fans on a season-long quest to experience as many NBA games as possible. In addition to the original elements, the show will incorporate highlights from around the league. The series will premiere in January 2006. The NBA will provide footage for 22 episodes to air during the 2005-06 season and 36 episodes to be televised during the 2006-07 season.

AZN also will premiere the documentary series "Yao Ming in the NBA," which chronicles the Houston Rockets All-Star's second season in the NBA. Originally co-produced by the Shanghai Media Group and NBA Entertainment, the series will be re-voiced in English and make its U.S. debut on AZN Television in October, airing Sundays at 9:00 p.m. ET.

"This partnership between AZN Television and the NBA promises to provide innovative new approaches to how the game is enjoyed by its Asian-American fans," said Smith. "There are millions of Asian-American basketball fans and Yao Ming's success has definitely increased the popularity of the sport among this audience. Through this deal with the NBA, AZN will create original programming to meet the growing demand for NBA programming among Asian-American viewers."

"AZN Television's ability to reach a fast-growing population of young Asian-Americans fits well with our strategy to form partnerships that connect us directly with our multicultural audience," said Winik.

The agreement gives AZN the rights to produce and air up to 10 NBA specials for each of the next two seasons. Each special will focus on a particular event or NBA-related topic relevant to Asian-American viewers.

- more -

About AZN Television

AZN Television is the network for Asian America. The channel'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 15 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.

About the NBA

Since its founding in 1946, the NBA has become a global phenomenon that transcends national boundaries. With 30 teams in the United States and Canada, NBA games and related programming are broadcast to 214 countries in 43 languages. The NBA is one of the largest suppliers of sports television and Internet programming in the world. Through NBA Entertainment, the league's award-winning production and programming division, the league produces NBA TV, a 24-hour television network, weekly television shows, and exclusive content for each of the NBA's team web sites, and the league's official sites, NBA.com, WNBA.com and NBDL.com. The league has also continued its partnerships with the leading Internet content and technology providers to bring the game experience even closer to its fans worldwide. For more information on the NBA, visit NBA.com.

###

Contacts:

Teresa Wiedel
International Networks/AZN TV
Tel: 303-712-5457
email: teresa.wiedel@i-channel.com

Patricia Frith
Patricia Frith Marketing (for AZN TV)
Tel: 818 876-0480
email: pfmarketing@adelphia.net

Terry Lyons
NBA
Tel: 212-407-8359
e-mail: tlyons@nba.com

Eric Schuster
NBA
Tel: 212-407-8121
e-mail: eschuster@nba.com