



For Immediate Release

**AZN TELEVISION TO PREMIERE “YAO IN THE NBA”
SUNDAY, OCTOBER 16 AT 9:00 PM (ET)**

*NBA Documentary on Famous Houston Rockets Center Yao Ming to Make its US Debut on
AZN, the Network for Asian America*

NEW YORK, October 5, 2005 – Coming to US television for the first time, “Yao in the NBA,” a documentary series co-produced by the Shanghai Media Group and NBA Entertainment, will premiere on AZN Television, the network for Asian America, on **Sunday, October 16 at 9:00 PM (ET)/6:00 PM (PT)**. Originally shown in China, the documentary series has been re-versioned in English for AZN viewers.

“Yao in the NBA” chronicles events in the life of Yao Ming, the center for the Houston Rockets, whose much heralded 2002 NBA debut made him a household name soon after his arrival from China. The series joins Yao as he returns to Houston for his sophomore season, but it's a whole new ballgame-- there's a new coach, a new arena and one of the toughest young fields in League history waiting right outside his door. “Yao in the NBA” also showcases his continuing struggles against nemesis and one-time idol Shaquille O'Neal, as well as the pressures of being a superstar not only in the US but back home in China.”

The 10-episode series will air Sundays at 9:00 PM (ET)/6:00 PM (PT) and Wednesdays at 1:00 AM (ET)/10:00 PM (PT).

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.

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