



For Immediate Release

AZN TELEVISION RIDES THE KOREAN WAVE WITH THE ACQUISITION OF POPULAR KOREAN DRAMAS FROM MBC AND MUSIC VIDEOS FROM SWERVE MEDIA

AZN Acquires Exclusive Broadcast and Streaming Video Rights to two of Korea's Hottest Dramas: "My Lovely Sam-Soon" and "All About Eve"

More Exclusive Korean Programming and Interviews to be Featured as Part of AZN's "Asian Wave: Summer of Hallyu" Program Festival

Centennial, CO – July 17, 2006 AZN Television, the US cable service owned by Comcast Corporation that features programming for Asian Americans, has acquired two new Korean dramas from MBC (Munhwa Broadcasting Corporation) America for its "Asian Wave: Summer of Hallyu" programming campaign. The network has acquired the exclusive US cable rights for both broadcast and internet streaming for two of the hottest Korean dramas – "My Lovely Sam-Soon" and "All About Eve." In addition AZN has acquired several "K-Pop" (Korean pop) music videos from Swerve Media.

As a result of the agreement, and reflective of the evolution of television distribution today, AZN will premiere the first episode of "My Lovely Sam-Soon" on its website, www.azntv.com. Two weeks later, the 16-part series will premiere on the linear channel. "All About Eve," which is 20 episodes, will be streamed exclusively on azntv.com. The website will also include never-before-seen interviews and behind-the-scenes footage that explore the Korean programming phenomenon, as well as several videos from the Korean music scene.

The acquisition of this programming, and the launch of its new streaming video player, is in conjunction with AZN Television's "Asian Wave: Summer of Hallyu" program festival. "Hallyu" is the Korean term for the cultural phenomenon surrounding the huge popularity of Korean dramas around the world. "My Lovely Sam-Soon" will be the first of several Korean dramas to air during the "Asian Wave" festival.

- "My Lovely Sam-Soon" was the highest rated drama of 2005 in Korea, with an average of 37.7% of the viewing audience. The story centers around the character Kim Sam-Soon, played by Kim Sun Ah, a nearly 30-year-old, single woman who scrambles to rebuild her career and her love life after losing her boyfriend and her job on Christmas Eve.

- “All About Eve” is set in the world of broadcast journalism and follows the lives of two young women competing to become the head news anchor at a local TV station while at the same time dealing with their respective love lives. The series stars Jang Dong Gun, Chae Rim, Han Jae Suk and Kim So Yeon.

Other dramas included in the “Asian Wave: Summer of Hallyu” festival include “Full House” and “Winter Sonata” acquired from KBS America.

About AZN Television

AZN Television is the network for Asian America. A wholly-owned company of Comcast Corporation, The channel’s programming targets the fast-growing, affluent and multi-generational Asian American community, as well as a broader American audience interested in the Asian experience. Genres include the most popular Asian films, dramas, documentaries, anime, and news, as well as original programming. Programming on AZN is either in English or subtitled in English. For more information, visit azntv.com

###

Contacts:

Teresa Wiedel
AZN Television
Tel: 303-712-5457
email: teresa.wiedel@azntv.com

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