

## INTERNET ESSENTIALS & COMCAST — A COMMITMENT TO IMPROVING COMMUNITIES FOR THE LONG TERM.

Addressing the broadband adoption gap is a personal priority for Comcast and our senior executives. That passion is what led to the creation of Internet Essentials, the nation's largest and most comprehensive broadband adoption program. We know that the cost of digital exclusion is far too great for American students and families. Without Internet access, full participation in nearly every aspect of American society – from educational achievement, vocational opportunities, and access to healthcare benefits, to information about government services and participation in social networks – is compromised.

As I've traveled across the country meeting parents, educators, and community leaders, I am often asked, "Why did Comcast launch this program?" Internet Essentials began two and a half years ago as a voluntary three-year commitment that we offered during the regulatory review of Comcast's acquisition of NBCUniversal. But as we have expanded and strengthened the program – so many times, and in so many different ways – the program barely resembles our initial vision, which we first announced in May 2011 in Chicago.

Today, we have connected more than 300,000 families – over 1.2 million low-income Americans – to the Internet at home, and we know that it's making a difference. In a recent survey of nearly 2,000 Internet Essentials customers, 90% of respondents said they believed that having home Internet has helped them with doing homework, with 84% of that group believing that it has helped them "a lot."

We love hearing statistics about how our Internet Essentials customers are using the Internet and why it matters to them and how it's changing their lives, because it tells us that this program really works. It's having an impact on people and the communities in which they live that is real, tangible, and meaningful.

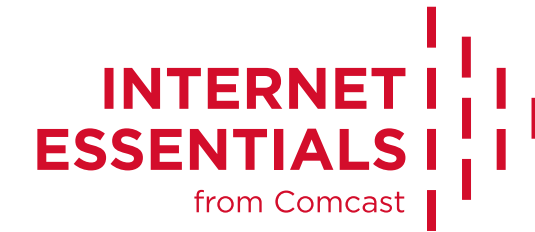
**It should come as no surprise then that we are very pleased to announce that we will be extending Internet Essentials beyond our initial three-year commitment.** We want more low-income families to have the same opportunities as higher-income families. We want more low-income children to succeed in school because they can go home at night and use the same digital tools that their other classmates are using. We want more families to have access to the Internet to search and apply for jobs and to learn about healthcare opportunities and government services.

This program is an important part of who all of us at Comcast are and what we do, and it's a testament to our commitment to the communities we serve. We look forward to working with our wonderfully dedicated school, non-profit, and government partners to continue to bring Internet Essentials to many more low-income families across the country.

Sincerely,



David L. Cohen  
Executive Vice President  
Comcast Corporation



**Internet Essentials** from Comcast ([InternetEssentials.com](http://InternetEssentials.com)) is the nation's largest and most comprehensive broadband adoption program. It provides low-cost broadband service for \$9.95 a month; the option to purchase an Internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online and in person. Qualified families include those families with at least one child eligible to participate in the National School Lunch Program, including parochial, private, charter, cyberschool and homeschooled students. Program materials are available in 14 languages free of charge to schools and non-profit partners at [InternetEssentials.com/Partner](http://InternetEssentials.com/Partner).

# Milestones reached. Communities changed.

Program Highlights at a Glance  
**SPRING 2014**



English: 1-855-8-INTERNET (1-855-846-8376)

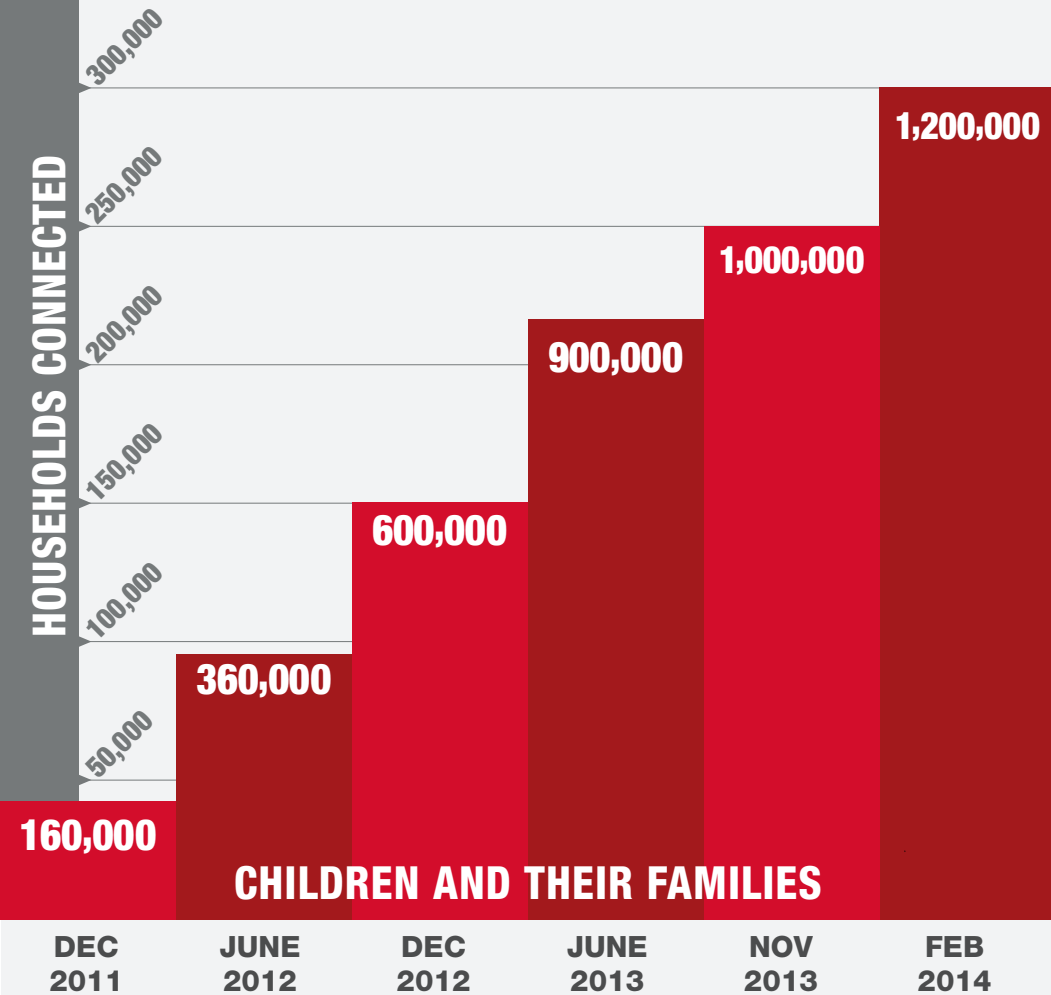
Spanish: 1-855-SOLO-995 (1-855-765-6995)

[InternetEssentials.com](http://InternetEssentials.com) | [InternetBasico.com](http://InternetBasico.com)



## CONNECTING FAMILIES AND COMMUNITIES.

Since 2011, we have invested more than \$165 million in cash and in-kind support to help close the digital divide, reaching more than 1.6 million people through our non-profit partners.



## Internet Essentials Keeps Getting Better.

- **3.6 million** Public Service Announcements valued at more than \$48 million
- **1.9 million** visits to the websites
- **33 million** materials distributed to schools and partners
- Increased speed to **5 Mbps**, the second speed increase since launch

## OPPORTUNITY FOR EVERY FAMILY ONLINE AND RIGHT AT HOME.

Internet Essentials is helping our communities compete in the 21st century.

**98%**  
of Internet Essentials families are using the Internet for schoolwork.



**65%**  
of Internet Essentials families are using their Internet access for healthcare and government services.

**64%**

of Internet Essentials families are using their Internet service to pay bills.



**58%**

are using their Internet access for job searching, and of those, **64%** feel that Internet access helped someone in their family find a job.



## CONGRATULATIONS TO OUR GOLD MEDAL SCHOOL AND COMMUNITY PARTNERS.

Recognizing our partners for helping to connect families to the power of the Internet at home.

More than **\$1 million** in community grants will go to our non-profit partners whose school districts have led the way in connecting families to home broadband through Internet Essentials. Through our Gold Medal recognition program, these funds will be used to increase access in public and community spaces and provide family-focused digital literacy training.



### GOLD MEDAL COMMUNITIES

- Adams County, Colorado
- Atlanta, Georgia
- Aurora, Colorado
- Chicago, Illinois
- Cicero-Berwyn, Illinois
- Collier, Florida
- Denver, Colorado
- Elk Grove, California
- Fresno, California
- Miami-Dade, Florida
- Palm Beach, Florida
- Pasadena, Texas
- Seattle, Washington
- St. Paul, Minnesota
- Tacoma, Washington



We salute these communities whose school districts have made the greatest improvement over the past year in getting more families online at home:

- Baltimore, Maryland
- Lee, Florida
- Philadelphia, Pennsylvania
- San Francisco, California
- Stockton, California

Internet Essentials-eligible families who attend schools within these 20 communities can qualify for up to **six months of complimentary Internet Essentials service** if they apply and are approved from March 4th through 18th.