



BRINGING THE INTERNET HOME TO MORE THAN 500,000 LOW-INCOME FAMILIES

Internet EssentialsSM from Comcast: The Nation's Largest and Most Comprehensive High-Speed Internet Adoption Program for Low-Income Households

AUGUST 2015

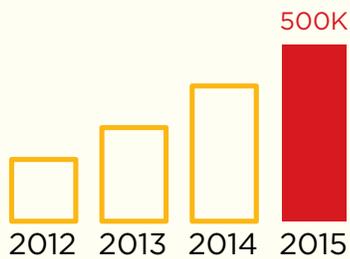
INTERNET
ESSENTIALS
from Comcast





OUR #1 COMMUNITY INVESTMENT PRIORITY

Families Connected



500,000 FAMILIES
— REACHING —
2 MILLION AMERICANS

Internet EssentialsSM from Comcast is the nation's largest and most comprehensive high-speed Internet adoption program in America—bringing the Internet into the homes of more than 500,000 low-income families and reaching more than 2 million Americans.

High-speed Internet service at home connects families to a world of knowledge and opportunities, including greater access to education, healthcare, employment, news, and information. Home Internet has the power to transform lives, strengthen communities, and inspire a new generation of leaders. We should all be connected. That's why Comcast is committed to attacking the digital divide in a real and meaningful way.

To put that into perspective,

2 MM > 3X

The Population Of Washington, D.C.



OR

Larger than the populations of

96 of the **TOP 100** cities in America

FASTER, SIMPLER, BETTER

Internet Essentials is Comcast's largest and most successful community investment initiative. The spirit of the program truly aligns with Comcast's mission to improve and enrich our communities. Since we first offered Internet Essentials in August 2011, we have made 25 key enhancements to the program, including:



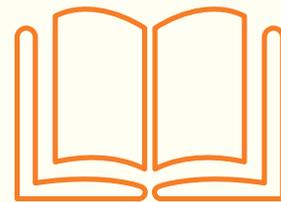
Improved Technology

Comcast has again doubled the service's download Internet speed up to 10 Mbps—more than six times the speed we offered at the beginning of the program. And in-home WiFi is now available for no added cost.



Streamlined Enrollment Process

Families whose children attend schools with at least 50% of the student population eligible for the National School Lunch Program are automatically approved when they apply for Internet Essentials.



Increased Eligibility

Comcast offers amnesty for families who are eligible for Internet Essentials and have a past due balance older than one year. Eligible families with a child in any of a variety of educational settings including public, charter, private, parochial, cyber school, and home school may apply for Internet Essentials.

BUILDING DIGITAL COMMUNITIES

Making learning better together

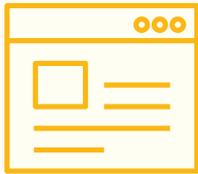
Over the past several years, we've focused on building a network of volunteers, nonprofit and educator partnerships to help spread the word about Internet Essentials to low-income families with children. Internet Essentials' success would not be possible without these dedicated partners. With their support, we've worked to achieve exciting milestones with our digital literacy and readiness programs. When our communities thrive, so do we.



LEARNING AND GROWING MORE EACH DAY

We work each day with partners, customers, and employees across the country to help us better understand how we can enhance the program. We are proud of these accomplishments.

Our Reach



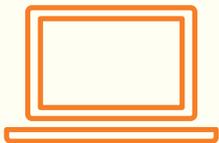
3.5 million

visits generated to dedicated websites in English and Spanish



3.2 million

phone calls received to dedicated in-language call centers



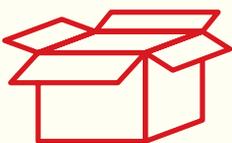
41K

subsidized computers provided to Internet Essentials families at less than \$150 each



7 million

public service announcements, valued at more than \$90 million



46 million

Internet Essentials program materials distributed

The Customer Experience



98%

use the service for homework and 92% say the service has had a positive impact on their child's grades



86%

use their Internet service almost every day



67%

of people that use the service to search for jobs, say it helped them locate employment



90%

are highly satisfied with the program

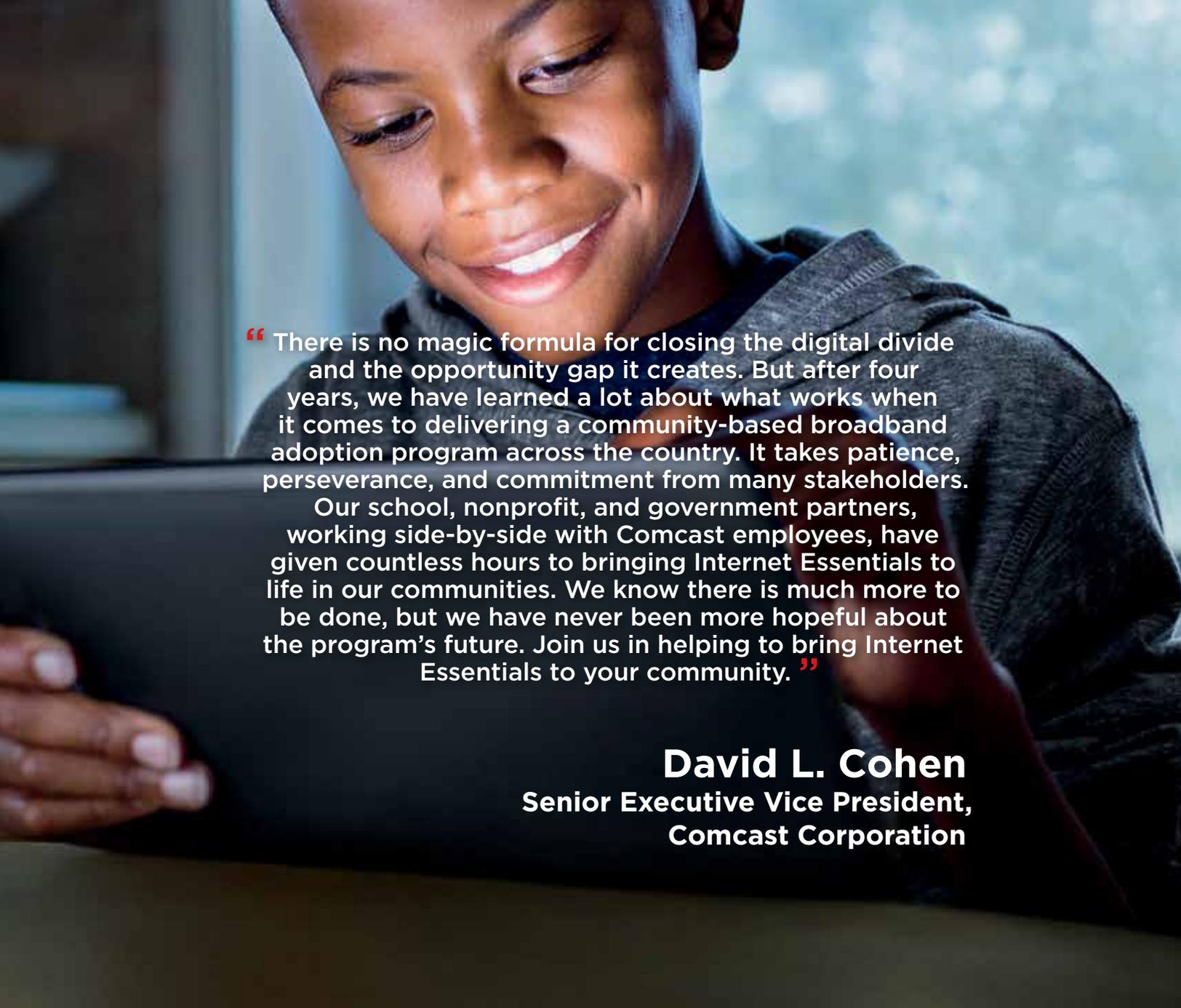


86%

have recommended the program to friends and family

“I am thankful that Comcast made a program for families like mine. Now my kids can use the same tools that everyone else has.”

—Internet Essentials Customer



“ There is no magic formula for closing the digital divide and the opportunity gap it creates. But after four years, we have learned a lot about what works when it comes to delivering a community-based broadband adoption program across the country. It takes patience, perseverance, and commitment from many stakeholders. Our school, nonprofit, and government partners, working side-by-side with Comcast employees, have given countless hours to bringing Internet Essentials to life in our communities. We know there is much more to be done, but we have never been more hopeful about the program’s future. Join us in helping to bring Internet Essentials to your community. ”

David L. Cohen
Senior Executive Vice President,
Comcast Corporation

Internet EssentialsSM provides low-cost high-speed Internet service for \$9.95 a month, with the option to purchase an Internet-ready computer for less than \$150. Interested customers should call 1-855-8-INTERNET or visit our website www.InternetEssentials.com to learn more about eligibility requirements. Program materials are available in 14 languages free of charge to schools and nonprofit partners at InternetEssentials.com/Partner.

We should all be connected.

English: 1-855-8-INTERNET (1-855-846-8376)
Spanish: 1-855-SOLO-995 (1-855-765-6995)
InternetEssentials.com | es.InternetEssentials.com

