



**COMCAST HAS WPIAL FOOTBALL COVERED FROM A TO AAAA IN 2009
Season Preview Show, Compelling Regular-Season Schedule
And Three Playoff Games Await High School Fans on FYI and On Demand**

PITTSBURGH, PA – (August 18, 2009) – Comcast, the nation’s leading provider of entertainment, information and communications, today announced a 2009 WPIAL football programming schedule that includes a special season preview, three playoff games and nine regular-season matchups.

Next-day replays of the *Papa John’s Comcast High School Game of the Week* will be available on FYI again this season and On Demand for Comcast digital cable subscribers, beginning with the Fox Chapel-Highlands game, available Sept. 5.

Comcast’s seventh consecutive season of local high school football coverage, part of a high school sports programming effort that has been nominated twice for regional Emmy Awards, features 18 different teams from all four WPIAL classifications and locations around Western Pennsylvania.

“Comcast is committed to continuing its coverage of local high school teams and providing customers with meaningful local viewing choices,” said Linda Hossinger, Senior Vice President of Comcast’s Three Rivers Region. “They not only get the great matchups they’ve come to expect from the *Papa John’s Comcast High School Game of the Week*, but pre-season and playoff coverage that no one else has.”

The *Papa John’s Comcast Game of Week* will be called again this season by Chris Shovlin and John Sanders, with sideline reporter Kym Gable delivering something for everyone. Coverage includes halftime band performances, Fan of the Game interviews, features on the local flavors at the concession stand and the Comcast Spirit Award.

The Comcast Spirit Award recognizes the teams whose fans, marching bands and cheerleaders show the most school spirit and is based on the amount of Comcast signage, lively cheers, use of school colors and crowd energy. Winners are chosen and presented with a specially engraved trophy during each game.

As always, Comcast’s coverage includes first round, quarterfinal and semifinal playoff action.

“We are pleased that Comcast’s football schedule includes key games in all four classifications,” said WPIAL Executive Director Tim O’Malley. “The football season preview show will serve to heighten interest in high school football. The WPIAL is proud that Comcast is an official sponsor of the league.”

Shovlin, MSA Sports Network’s Don Rebel and the *Pittsburgh Post-Gazette’s* Mike White will host the *Season Preview Show*, available On Demand Sept. 2 – the perfect warmup for the regular season that starts two days later. These veteran observers of the local scholastic sports scene will provide their insight on which players to watch this season and which teams might be expected to challenge for championships in each of the WPIAL’s four classifications.

About Comcast
About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is the nation's leading provider of entertainment, information and communication products and services. With 23.9 million cable customers, 15.3 million high-speed Internet customers, and 7.0 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's Eastern Division serves approximately 5.7 million residential and business customers across Delaware, Maryland, New Jersey, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia and Washington, DC. The Eastern Division is based in Oaks, Pennsylvania and employs more than 20,000 people.

PAPA JOHN'S COMCAST HIGH SCHOOL GAME OF THE WEEK

Date	Game	FYI Replay	On Demand
Sept. 4	Fox Chapel at Highlands	7 p.m. Sept. 5	Sept. 5
Sept. 11	West Allegheny at Hampton	7 p.m. Sept. 12	Sept. 12
Sept. 18	Hopewell at Ambridge	7 p.m. Sept. 19	Sept. 19
Sept. 25	Hempfield at Norwin	7 p.m. Sept. 26	Sept. 26
Oct. 2	Trinity at Chartiers Valley	7 p.m. Oct. 3	Oct. 3
Oct. 9	North Allegheny at Shaler	7 p.m. Oct. 10	Oct. 10
Oct. 16	Montour at Blackhawk	7 p.m. Oct. 17	Oct. 17
Oct. 23	Sto-Rox at Keystone Oaks	7 p.m. Oct. 24	Oct. 24
Oct. 30	Gateway at McKeesport	7 p.m. Oct. 31	Oct. 31
Nov. 6	First-round playoff game	7 p.m. Nov. 7	Nov. 7
Nov. 13	Quarterfinal-round playoff game	7 p.m. Nov. 14	Nov. 14
Nov. 20	Semifinal-round playoff game	7 p.m. Nov. 21	Nov. 21

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