



FOR IMMEDIATE RELEASE

**SHOWTIME AND COMCAST TEAM UP
FOR UNIQUE ON-DEMAND AND ONLINE ACCESS
TO THE SHOWTIME EVENT PREMIERE OF "SLEEPER CELL"**

***Comcast's Customers will see Parts 2 and 3 of SLEEPER CELL in Advance
Of their Linear Premieres, Along with Online Video Streaming of its Pilot***

NEW YORK and PHILADELPHIA (October 24, 2005) — In recognition of the December 4, 2005 debut of the SHOWTIME Original Television Event, **SLEEPER CELL**, Showtime Networks Inc. is teaming with Comcast to offer its customers an outstanding opportunity to view Parts 2 and 3 on SHOWTIME ON DEMAND™ in advance of their linear premieres. The unique multiplatform blueprint was announced by Mark Greenberg, Executive Vice President, Showtime Networks Inc., and Page Thompson, Vice President and General Manager, ON DEMAND, Comcast.

Under terms of the innovative agreement, *all* Comcast ON DEMAND-enabled customers will additionally have the opportunity to watch Part 1 on the "Showtime Sampler" on Comcast's ON DEMAND service beginning Dec 5. Comcast's high-speed Internet customers will also be able to watch Part 1 via video streaming on Comcast.net (www.comcast.net), the company's broadband Internet portal.

For the three weeks leading up to the **SLEEPER CELL** debut, SHOWTIME and Comcast will "tease" the drama with a steady rotation of promotional clips both on Comcast's video-on-demand (VOD) and Internet/broadband platforms. Video will be delivered on Comcast.net through the company's multimedia player, The Fan™, a convenient way to watch, search for, and organize online video content. Additionally, Showtime and Comcast are planning to release new broadband Internet content throughout the season.

"As ON DEMAND continues to revolutionize the way consumers watch television, this is a great opportunity to add value for our digital cable customers by giving them a sneak preview of this compelling new SHOWTIME drama," said Mr. Thompson. "Having an interactive platform gives our customers the convenience of choosing the way they want to view the pilot as well as special 'behind-the-scenes' feature elements for **SLEEPER CELL**."

(more...)

“Comcast is revolutionizing the home entertainment experience, bringing our customers a complete viewing experience that only cable can offer,” said Elizabeth Schimel, Senior Vice President of Online Content Development for Comcast. “Our agreement with SHOWTIME is another example of how Comcast continues to leverage our industry-leading cross-platform capabilities to deliver new types of content experiences.”

Part 1 of **SLEEPER CELL** has its linear network premiere on Dec. 4 at 10:00 PM — 11:00 PM (ET/PT), immediately followed by an “encore” presentation at 11:00 PM — 12:00 AM that night. Beginning Dec. 5, Comcast digital cable customers will be able to watch Parts 2 and 3 of **SLEEPER CELL** on SHOWTIME ON DEMAND. These installments will be available to all SHOWTIME ON DEMAND viewers nationwide in advance of their linear premieres.

Along with the ON DEMAND and online availability of **SLEEPER CELL**, SHOWTIME is conducting a “Comcast Free Preview” week (Dec. 2–9), in select markets, allowing non-SHOWTIME subscribers in select markets the opportunity to sample December’s programming — including the exclusive concert event **EMINEM: LIVE FROM NEW YORK CITY*** premiering Dec. 3.

“We’re pleased to partner with Comcast to bring viewers exciting new ways to experience this one-of-a-kind program,” said Greenberg. “Since **SLEEPER CELL** is such a special event, we wanted to bring customers an early preview of its second and third parts. In addition, a ‘Free Preview,’ is a great platform to demonstrate the convenience and control of Comcast’s VOD service and compelling and convenient SHOWTIME ON DEMAND programming. Combined with the online components, this is an exciting venture for consumers as it offers them new ways to experience **SLEEPER CELL** in a flexible environment.”

Showtime Entertainment President Bob Greenblatt also recently unveiled an innovative, viewer-accessible “multiplay” scheduling format for the initial 10-part run of **SLEEPER CELL** (Dec. 4–18). First-run telecasts of **SLEEPER CELL** at 10:00 — 11:00 PM (ET/PT) Sunday through Wednesday will be immediately followed by “encore” telecasts those evenings, in addition to “mini-marathon” encores on other weekend night plays. The grand finale of **SLEEPER CELL** will air as a two-hour event Sunday, Dec. 18 (8:00 PM — 10:00 PM).

SLEEPER CELL, starring Michael Ealy and Oded Fehr, dramatizes the inner workings of a Los Angeles-based Islamic terrorist cell and an undercover FBI agent who infiltrates it.

Created by Executive Producers Ethan Reiff & Cyrus Voris, **SLEEPER CELL** lifts the veil of secrecy to reveal a riveting and authentic look at the war on terrorism. It explores and illuminates the many facets of Islam and the repercussions of its extremism when it clashes with Western society. The drama will fold current events and pertinent political developments into its contemporary storylines as it

explores the personal and professional side of committed agents combating one of the most concealed dangers in our nation’s history.

Footnote: *Concert previously recorded.

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For easy-access Photo Art from **SLEEPER CELL**, please Download it Electronically at the following SHO.com Press Site link below:

<http://www.sho.com/pressonline>
UserName: ***pressonline***
Password: ***showtime***

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is the nation's leading provider of cable, entertainment and communications products and services. With 21.4 million cable customers, 7.7 million high-speed Internet customers, and 1.2 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content.

The Company's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, OLN, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. The Company also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia. Comcast Class A common stock and Class A Special common stock trade on The NASDAQ Stock Market under the symbols CMCSA and CMCSK, respectively.

About SHOWTIME

Showtime Networks Inc. (SNI), a wholly owned subsidiary of Viacom Inc., owns and operates the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME® TOO™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILYZONE® and TMC XTRA. SNI also offers SHOWTIME HD®, THE MOVIE CHANNEL HD™, SHOWTIME ON DEMAND™ and THE MOVIE CHANNEL ON DEMAND™. SNI also is an owner of the premium television network SUNDANCE CHANNEL®, which is a venture between NBC Universal, Robert Redford, and Showtime Networks Inc. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME® PPV. Additionally, the advertiser-supported television network SHOWTIME is available in Turkey through a joint venture with UK-based Zone Vision.

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