



**PRESS RELEASE**  
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**Cheers Boston Taps Into Thousands of Dollars a Year in Savings by Switching to Comcast Business Class Internet and Business Class Trunks**

*Iconic Landmark and Prestigious Restaurant Group Creates Customized Solution That Supports Bandwidth Requirements While Delivering Optimal WiFi Experience for Customers*

**BOSTON, MA – October xx, 2012** – Comcast Corporation, one of the nation's leading providers of information and communications products and services, today announced that it is providing [Business Class Trunks](#) and [Business Class Internet](#) to Cheers Boston™, the iconic restaurant that served as the inspiration behind the popular television classic, *Cheers*. With this deployment, Cheers Boston and its restaurant partners can now take advantage of Internet speeds that are up to fourteen times faster than before, all while saving more than \$18,000 a year.

Originally named the Bull & Finch Pub, [Cheers Boston](#), one of the most visited and iconic tourist attractions in the city, is now part of a growing collection of high-profile restaurants under the leadership of renowned restaurateur and tourism expert, Thomas A. Kershaw. This collection now includes two Cheers locations, the legendary Hampshire House venue for premier private events, trendy eatery 75 Chestnut, and a fifth location, 75 on Liberty Wharf, set to open in October 2012 in Boston's booming Seaport District.

Cheers Boston and several of its affiliated restaurants are located within nearly century-old buildings. This created a challenge for the organization, which needed faster Internet speeds, but also wanted to keep costs in check by avoiding expensive construction to its older buildings. When beginning to research alternatives, Cheers Boston looked to its personnel and patrons for input. Since feedback for the restaurant's existing Comcast [Business Class TV](#) service was extremely positive, Cheers Boston opted to take a chance and switched all of its data and voice services to Comcast as well.

This was done by connecting Cheers Boston's existing PBX telephone equipment to the Comcast network via [Business Class Trunks](#). With this solution, the organization was able to consolidate its business lines while still keeping its original telephone numbers – and all without needing to move a single brick. By bundling this with Comcast's [Business Class Internet](#) – recently named the fastest Business Internet Provider by *PC Mag* for the second year in a row – and [Business Class TV](#) services, Cheers Boston was able to save even more money.

“As we plan to open our newest location this fall, it's a relief to know we already have the technology infrastructure in place to meet any bandwidth demands that we may have once we move in,” said Gail Richman, Director of Procurement for Cheers Boston. “Having a dedicated sales team that understands our business and is honest with us about what services we need and which ones we don't has been an immense help, and it certainly doesn't hurt that we've saved a minimum of \$1,500 a month in just one of our locations.”

Cheers Boston and its affiliated restaurant properties are also able to offer their customers access to a free WiFi hotspot via the Xfinity WiFi network. With this complimentary add-on, restaurant patrons are able to access the Internet during their visit. Hundreds of guests, both for corporate events at the Hampshire House and for dining patrons at all other Thomas A. Kershaw restaurant group locations, have already used this added amenity. Because the Xfinity WiFi network is powered by a completely separate modem placed on the organization's premise, there is no sharing of bandwidth and therefore no impact to its Business Class Internet service. Previously, the restaurant group couldn't offer this type of feature because of the high bandwidth demands it placed on its existing T1 line.

“Since we manage our own advanced IP network, we are not dependent on another provider’s infrastructure, nor are we tied to slow, costly legacy technologies like T1 lines,” said Peter Marsh, Greater Boston region vice president for Comcast Business Services. “This means that we can work with our customers to deliver a customized solution that fits their business needs in a way that both solves their technology challenges and also provides reliable connectivity at a price they can afford.”

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#### **About Comcast Business Services**

[Comcast Business Services](#), a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a modern, advanced fiber network that is backed by 24/7 technical support, Comcast delivers Business Class Internet, Ethernet, TV and Voice services for cost-effective, simplified communications management.

For more information, call 1-800-391-3000 or visit [www.business.comcast.com](http://www.business.comcast.com)

#### **About Comcast Cable**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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