



PRESS RELEASE
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Urban Science Accelerates Automotive Industry Performance with Comcast's Ethernet Services

Automotive consulting and cloud-based software provider increases bandwidth at fraction of the cost leading to improved performance and optimized customer marketing for its customers

DETROIT – October 2, 2012 – Comcast Corporation, one of the nation's leading providers of information and communications products and services, today announced that leading automotive consulting and software solutions provider, Urban Science, is using Comcast Business Class [Ethernet](#) for network connectivity to four of its offices in Tennessee and Michigan. Urban Science provides major global automotive companies with cloud-based business intelligence, so a secure, scalable and high-speed network is critical for transferring the large amounts of data to and from tens of thousands of automobile dealerships.

Comcast Business Class Ethernet Services provide Urban Science with the high performance network to support collaboration among its own offices and its automotive clients. This collaboration includes video conferencing and extensive desktop sharing, both of which take advantage of Comcast's high-bandwidth, low-latency network. After evaluating other offerings, Greg Davidson, CIO at Urban Science, found that with Comcast he was able to get seven times the bandwidth for 25% less than other providers.

Through unique analytical software, Urban Science provides all U.S. and major global automotive manufacturers with scientific analyses that help evaluate, structure, and manage their dealer networks and marketing programs. The company provides its customers with valuable sales statistics and financial analytics that empower clients to respond to market forces, and improve their performance and profitability. Since this intelligence is Urban Science's key business asset, it makes the network delivering it to automotive dealers across the world even more important.

"Comcast Business Class delivers significant value to Urban Science," Davidson says. "Their scalable bandwidth gives us the confidence to continue expanding with them and offer our customers additional services through our cloud-based solutions. In fact, I'm proud to say that an expansion of our service is being done this year in the build out of our eighth global data center, and will include Comcast Business Class Ethernet to provide the high availability connectivity that our automotive clients require."

When Greg Davidson became CIO at Urban Science, he knew based on past experience that he could count on Comcast Business Class as a trusted business partner. Urban Science's telecom engineers worked closely with Comcast to plan their network services and were able to define the optimal telecom solution in terms of performance and cost.

"As North America's automotive industry recovers from the recent recession, Urban Science's business intelligence is helping them manage their business more efficiently and profitably to help them stay ahead in a very competitive global marketplace," said Jeff Freyer, regional vice president, Comcast Business Services, Heartland Region. "As a large company with sites in multiple states and delivering time-sensitive information over the Internet to customers worldwide, Urban Science is a great example of how Comcast's large network footprint and advanced Ethernet services are supporting the growing bandwidth needs of mid-market companies."

About Urban Science

Founded in 1977, Urban Science is a global automotive retail consulting firm that takes a scientific approach to help companies identify where they should allocate resources in order to increase their market share and profitability in the most effective and efficient manner. With headquarters in Detroit, Urban Science serves its global clientele from offices in the United States, Spain, United Kingdom, Germany, Italy, France, Australia, China, Mexico, Russia and Japan. For more information on Urban Science, visit www.urbanscience.com.

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 network that is backed by 24/7 technical support, Comcast delivers Business Class Internet, TV and Voice services for cost-effective, simplified communications management.

Launched in 2011, the Comcast Business Class Ethernet suite offers high-performance point-to-point and multi-point Metro Ethernet services with the capacity to deliver cloud computing, software-as-a-service, business continuity/disaster recovery and other bandwidth-intensive applications. Comcast Metro Ethernet services are significantly faster than standard T1 lines and other legacy technologies, providing scalable bandwidth from 1 Mbps to up to 10 Gigabits-per-second (Gbps) in more than 20 major US cities. For more information, call 866-429-3085 or visit <http://business.comcast.com/enterprise>.

About Comcast Cable

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (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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