



PRESS RELEASE

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Comcast Business Launches Partnership with Celebrity Chef, Restaurateur, and Business Entrepreneur, Robert Irvine

Comcast Business and Chef Robert Irvine team-up to spotlight how technology can help improve workplace efficiency and enhance the guest experience within the hospitality industry

PHILADELPHIA – March 26, 2013 – [Comcast Business](#) today announced a partnership with celebrity chef, restaurateur, and entrepreneur [Robert Irvine](#). Through a series of traditional and experiential marketing initiatives, Comcast Business and Irvine will work together to educate hoteliers and restaurant and bar owners on the importance of integrating technology into their operations to help improve efficiency, increase revenue and reduce costs - while also enhancing the overall guest experience.

As more people continue to rely on technology as part of their everyday lives, it is critical for the hospitality industry to provide high-speed communications to their guests and also integrate technology into their businesses. Whether technology is used to track inventory, handle online reservations or provide high-speed Internet connectivity for a guest's mobile device, it is important to have a reliable, high-performance network that helps keep businesses running smoothly.

The multi-media partnership will include print, online and digital assets. In addition, businesses will have an opportunity to interact with Irvine directly at a series of in-person and online experiential events that will bring to life the connection between technology, business efficiency and customer satisfaction.

"Robert's direct experience as a successful restaurant owner and his passion for helping businesses succeed by integrating technology into their daily workflow aligns well with the vision for the Comcast Business Hospitality suite," said Alexandra Sewell, executive director of Hospitality Services and Strategic Verticals at Comcast Business. "By working with Robert, we are providing our hospitality customers with an opportunity to learn from a true industry expert who has a proven track record of turning around businesses across the country."

[Comcast Business Hospitality](#) provides a suite of Ethernet, Internet, HD video and voice services packaged in an integrated offering that is customized for the hospitality industry. Comcast's product suite enables hotels, restaurants and bars to leverage advanced technology from a single provider so that they can utilize cloud computing and other web-based resources to improve back-office functions and manage costs.

"The hospitality industry has been set in its ways for some time, but this 'old school' mentality has to change if the industry is going to adapt and thrive in this world of rapidly changing technology," said Robert Irvine. "I believe that Comcast Business provides the right tools to help businesses stay ahead of the technology curve, which is paramount to addressing both employee and customer expectations in this 'always on, always connected' world. And that's true whether it is a large hotel or the local corner bar."

The combination of Comcast's broad portfolio of services, high-performance network and dedicated hospitality support team make it uniquely suited to meet the needs of the hospitality industry. Comcast operates and supports its advanced network, which is separate and diverse from traditional telecom carrier networks and serves 20 of the nation's 25 largest markets. The strength and reach of Comcast's network, which is a result of decades of investments by the company, provides hotels with a reliable connection – even across geographically dispersed properties – and enables them to deliver seamless data, video and voice services.

For more information on Comcast Business Hospitality, please visit <http://business.comcast.com/enterprise/industry-solutions/hospitality>.

For more information on Robert Irvine, please visit: <http://chefirvine.com/>

About Comcast Business

Comcast Business, 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 Internet, TV and Voice services for cost-effective, simplified communications management.

The Comcast Business Ethernet suite offers high-performance point-to-point and multi-point Ethernet services with the capacity to deliver cloud computing, software-as-a-service, business continuity/disaster recovery and other bandwidth-intensive applications. Comcast Ethernet services are significantly faster than standard T1 lines and other legacy technologies, providing scalable bandwidth from 1 Mbps up to 10 Gigabits-per-second (Gbps) in more than 20 major US markets.

For more information, call 866-429-3085 or visit <http://business.comcast.com/enterprise>.

Follow us on Twitter [@ComcastBusiness](https://twitter.com/ComcastBusiness) and on other social media networks at <http://business.comcast.com/social>.

About Comcast Cable

Comcast Cable is the nation's largest video, high-speed Internet and phone provider to businesses and residential customers. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit www.comcastcorporation.com for more information.

About Robert Irvine

With more than 25 years in the culinary profession, Chef Robert Irvine has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels and on the high seas. As the host of one of the *Food Network's* highest rated shows, *Restaurant: Impossible*, Irvine saves struggling restaurants across America by assessing and overhauling the restaurant's weakest spots. Irvine was previously the host of *Food Network's Dinner: Impossible* and *Worst Cooks in America* and continues to own and operate two restaurants in South Carolina, *Robert Irvine's Eat* and *Robert Irvine's Nosh*. Irvine is also the author of two cookbooks, *Mission: Cook!* and *Impossible to Easy*. Visit www.ChefIrvine.com to learn more about Robert Irvine, his TV shows, live shows and restaurants.

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