



## PRESS RELEASE

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

*Collaboration Focused on Educating Bar, Restaurant and Hotel Owners on the Effective Use of  
Technology to Enhance the Guest Experience and Back Office Operations*

**PHILADELPHIA – February 11, 2014** – [Comcast Business](#) today announced it will extend its partnership with celebrity chef, restaurateur, and entrepreneur [Robert Irvine](#) following a successful relationship in 2013. Last year, Irvine participated in a series of Comcast Business sponsored events to help bring to life the connection between technology, business success and customer satisfaction within the Hospitality industry. In addition to events, a video webinar platform was launched called [Irvine on the Inside<sup>SM</sup>](#) to help communicate how technology can help restaurants improve their operations.

In 2014, Irvine will work with Comcast Business to further educate the hospitality industry on the importance of using technology to help improve efficiency, increase revenue and reduce costs. The partnership will once again include opportunities to interact with Irvine directly at a series of in-person and online events, as well as through print, online and digital assets. Additional episodes of [Irvine on the Inside<sup>SM</sup>](#) will also be produced to illustrate technology use cases within the restaurant environment.

“Working with Robert provides us with a unique opportunity to build relationships with restaurant owners in new and different ways,” said Alexandra Sewell, executive director of emerging markets at Comcast Business. “Robert is passionate about providing restaurants the tools they need for sustainable success and he understands the foundational role that technology plays in making that happen. Being able to take that message directly to our customers has been very impactful.”

“Partnering with Comcast Business has been a great experience that I look forward to continuing in 2014,” said Robert Irvine. “Technology moves fast and so does life in the restaurant industry. Keeping up with the latest innovations and understanding what solutions to implement can be scary. Any part I can play in educating the industry on how they can benefit from the savvy use of technology is definitely a win for me.”

[Comcast Business Hospitality](#) provides a suite of Ethernet, Internet, HD voice and video services packaged in an integrated offering that is customized for the hospitality industry. Comcast’s product suite enables restaurants, bars and hotels 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.

Comcast’s portfolio is built for business, and built for the hospitality industry. Comcast built its network for speed and reliability, serving 39 states and 20 of the nation’s 25 largest markets, to give restaurants, bars and hotels access to superior data, voice and video 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 next-generation network that is backed by 24/7 technical support, Comcast delivers Business Internet, Ethernet, TV and a full portfolio of Voice services for cost-effective, simplified communications management.

For more information, call 866-429-3085.

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](http://www.comcastcorporation.com) for more information.

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### **About Robert Irvine**

With more than 25 years in the culinary profession, there aren't many places Chef Robert Irvine hasn't cooked or challenges he hasn't had to cook his way out of. During his time in the British Royal Navy and in the years that followed, Robert has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels, on the high seas and even for the Academy Awards; and that was before his career in TV. As the host of one of the Food Network's highest rated shows, Restaurant: Impossible, Robert is best known for saving struggling restaurants across America by assessing and overhauling the restaurant's weakest spots. In 2013 Robert added a new challenge to his resume as he mentored and challenged aspiring chefs as the host of Restaurant Express a new show on the Food Network. Going on its third year, Robert continues to tour his live show, Robert Irvine LIVE, across the US. Robert also operates Robert Irvine's Nosh in South Carolina and is the author of two cookbooks, Mission: Cook! and Impossible to Easy. Robert was previously the host of Food Network's Dinner: Impossible and Worst Cooks in America.

Visit [www.ChefIrvine.com](http://www.ChefIrvine.com) to learn more about Robert Irvine, his TV shows, live shows and restaurant.

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