



PRESS RELEASE

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COMCAST BUSINESS BOOSTS NASCAR PRODUCTIONS' AT-TRACK OPERATIONS WITH GIGABIT SPEEDS

Ethernet Connectivity to Power Activities during Race Weekends at Dover International Speedway, Martinsville Speedway, Michigan International Speedway, New Hampshire Motor Speedway and Richmond International Raceway

PHILADELPHIA – May 28, 2015 – Today, Comcast Business announced it will provide 1 Gigabit-per-second (Gbps) Ethernet connections to five tracks hosting NASCAR Sprint Cup Series™, NASCAR XFINITY Series™ and NASCAR Camping World Truck Series™ events. The services will provide Internet connectivity during race weekends at Dover International Speedway, Martinsville Speedway, Michigan International Speedway, New Hampshire Motor Speedway and Richmond International Raceway.

“Bringing Gigabit Ethernet to the tracks is having a transformational effect on how NASCAR Productions operates during a race event,” said Steve Stum, vice president of Operations and Technical Production for NASCAR Productions. “We are dependent upon a fast and reliable connection to the Internet at varying locations each weekend. The technology Comcast Business provides is paramount to the experience we deliver to key personnel at the track.”

Comcast Business Ethernet will help NASCAR Productions enhance communications between NASCAR officials and teams while they are operating within the infield and help broadcast partners send files from the media compound at each track. A 1 Gbps connection enables bandwidth intensive applications like transferring large videos and graphics, reviewing replays, or sending inspection data.

“To meet the demands of staffers, media, sponsors, broadcast partners and other critical stakeholders, sports franchises and venue operation teams must deploy a faster, more reliable and secure Ethernet,” said Terry Connell, senior vice president of Sales, Comcast Business. “For NASCAR, Ethernet is helping to transform the performance of personnel operating at the track.”

Comcast Business will work with APXnet and ARRIS to deliver Internet connectivity to and from end user devices at each of the five tracks.

In March, Comcast [announced](#) it will join Carl Edwards and the No. 19 NASCAR Sprint Cup Series entry fielded by Joe Gibbs Racing as primary sponsor for four races in 2015. In September 2014, Comcast and NASCAR [announced](#) an agreement to make XFINITY the third title sponsor in the storied 30+ year history of the series, and the Official Entertainment Provider of NASCAR starting in 2015.

About Comcast Business

Comcast Business offers Ethernet up to 10GB, Internet, Wi-Fi, Voice and TV solutions to help organizations of all sizes transform their business. Powered by a next-generation, fiber-based network covering 39 states and 20 of the nation’s top 25 markets, and backed by 24/7 technical support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Ethernet market; recognized over the last two years by leading industry associations as its fastest growing provider and service provider of the year.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

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