



Comcast RISE Awards Over 700 Black-Owned, Small Businesses with Marketing and Technology Resources and Makeovers

Multi-year Program Opens Eligibility to Small Businesses Owned by Black, Indigenous and People of Color

New York – November 25, 2020 – Comcast Corporation (NASDAQ: CMCSA) today announced the first round of [Comcast RISE](#) award recipients —over 700 businesses will receive consulting, media and creative production services from Effectv, the advertising sales division of Comcast Cable, or technology upgrades from Comcast Business, based on the specific needs. Recipients in 285 cities in 29 states include a diverse roster of small business from restaurants and salons, to professional services and retail shops. In addition, 3,300 small businesses have already signed up to receive the Comcast RISE monthly newsletter, which will offer free marketing insights and resources.

Today, the next phase of Comcast RISE, the multi-year, multi-faceted initiative launched in October to help strengthen small businesses hard hit by COVID-19, opens up eligibility to include Black, Indigenous, and People of Color (BIPOC)-owned, small businesses. They can apply at www.ComcastRISE.com.

“2020 has been a challenge. We literally could not create anything new, because we couldn't get our suppliers to make it. This has drastically slowed down the opening of our store, [COOL Creative](#), which was slated to open in the spring,” said Johanne Pradel Wilson of Hollywood, Florida. “We're thankful that we now have the opportunity to promote the store through TV advertising from Effectv, so we can let people know that COOL Creative is here and open for business.”

“I decided to open my ice cream shop, [MyKings Ice Cream](#), on March 1, which was about 15 days before the world pandemic hit. It has been hard to staff, and I just want the shop to fully function. In order to do that, we need help with our website, payroll system and other tools to help make the business succeed. I know ice cream, not technology,” said Le'Day Grant of Denver, Colorado. “I am looking forward to partnering with Comcast Business and to receiving our technology makeover, as it will set MyKings Ice Cream up to succeed and grow.”

The first phase of Comcast RISE, which stands for “Representation, Investment, Strength and Empowerment,” focused on U.S. Black-owned, small businesses, those hit hardest by the pandemic according to a recent [study](#) from the National Bureau of Economic Research. Comcast RISE brings together two of the company's brands —Comcast Business and Effectv, both with expertise in the small business space — to empower business owners with the expertise and resources needed to navigate the economic effects of the pandemic.

“We created Comcast RISE to partner with small businesses and give them access to tools to help them survive the pandemic and thrive. As we've gone through the selection process, it's been so powerful to hear these business owners' stories and see the tangible ways that we can help grow their businesses and impact their communities,” said Teresa Ward-Maupin, SVP for Digital and Customer Experience at Comcast Business. “I could not be more pleased to open this program to the entire BIPOC community and continue this positive momentum.”

“Fueling the success of small businesses is what our business is all about. We partner with them to better understand their needs and what we can do to help them grow. Our success is their success,” said James Lavallee, Vice President, Sales Marketing, Effectv. “That’s why, at a time when so many in our small business communities are struggling, it’s incredibly humbling to be able to give back and share our knowledge and resources with those hardest hit by the pandemic. We want to help our partners and communities rise.”

Comcast RISE consists of the following main components:

- **A media and technology resources program:** This pillar combines Effectv’s renowned media platform and marketing expertise, its award-winning creative agency, Mnemonic, and state-of-the-art technical support from Comcast Business to help small businesses foster and elevate growth. Recipients will receive help with their marketing, media campaigns and creation of 30-second commercials, as well as equipment and technology upgrades, including:
 - **Consulting:** Advertising and marketing consultations with local Effectv marketing, research and creative teams to gain insights on how to grow your business.
 - **Media:** A linear TV media campaign to run over a 90-day period.
 - **Creative Production:** Turnkey :30 TV commercial production for their businesses.
 - **Technology Makeovers:** Computer equipment and Internet, Voice and Cybersecurity services for up to a 12-month period. (Taxes and other fees may still apply for tech makeover services.)
- **Business resources to help with curated content:** Comcast has launched the Comcast RISE destination complete with aggregated small business news, tips, insights and more on the X1 platform. The destination is designed to help businesses grow by empowering them through education, inspiration and entertainment. Just say “Comcast RISE” into the X1 voice remote.
- **Grants:** In early 2021, Comcast will be awarding grants of up to \$10,000 each for U.S.-based small and diverse businesses that have been in operations for three to five years.

Comcast RISE is part of a larger \$100 million Diversity, Equity and Inclusion initiative that Comcast [launched](#) this summer. In June, Comcast NBCUniversal announced the development of a comprehensive, multiyear plan to allocate \$75 million in cash and \$25 million in media over the next three years to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation or ability.

Visit www.ComcastRISE.com to apply, for more information and the latest updates.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States’ largest high-speed internet, video, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and 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. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad

range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit www.comcastcorporation.com for more information.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer 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 Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter [@ComcastBusiness](https://twitter.com/ComcastBusiness) and on other social media networks at <http://business.comcast.com/social>.

About Effectv

Effectv, the advertising sales division of Comcast Cable, helps local, regional and national advertisers use the best of digital with the power of TV to grow their business. It provides multi-screen marketing solutions to make advertising campaigns more effective and easier to execute. Headquartered in New York with offices throughout the country, Effectv has a presence in 66 markets with nearly 35 million owned and represented subscribers. For more information, visit www.effectv.com.

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