



COMCAST INVESTS IN GROWTH AND TECHNOLOGY INFRASTRUCTURE

Elaine Barden Leads Business Development for 13 States

DENVER, CO – September 30, 2020 – Comcast today announced that Elaine Barden has been appointed Vice President, Business Development for the company's West Division, which includes Arizona, California, Colorado, Kansas, Missouri, Minnesota, New Mexico, Oregon, Washington, Utah, Texas, Idaho, and Wisconsin. In this role, Barden will focus on business development and the continued expansion of Comcast's infrastructure through partnerships with residential housing developers, city economic development organizations, technology companies, and other strategic businesses to accelerate growth and enhance the customer experience.

As part of Comcast's ongoing expansion efforts, its West Division has committed to establishing additional partnerships with local developers and cities' economic development departments. These partnerships will enable Comcast to further expand its fiber network to be inclusive of rural broadband areas, thereby creating "live, work, play" environments for residents and businesses that need access to Gig services as they connect remotely. Under Barden's direction, the Division will also enable several strategic projects that will serve major national brands and sports stadiums, as well as address the rising need for enhanced data center connectivity and support.

Barden joins Comcast's West Division after serving the last two years as Vice President of Business Development & Strategic Initiatives for Comcast's California Region, where she was pivotal in expanding Comcast's infrastructure through relationships with local businesses, developers, state and city officials and the broader community. Barden also previously served as Vice President of Sales and Marketing for Comcast's California Region, leading a team of nearly 1,000 employees in Comcast's largest market, where the company serves more than three million customers.

"Elaine is a proven, hands-on leader who cares deeply about her employees and customers and is always striving for excellence and partnership in growing the business," said Peter Neill, West Division Senior Vice President, Comcast Business. "Her passion and expertise will be instrumental in our efforts to enhance the customer experience and accelerate network expansion across the West Division."

In the earlier stages of her career, Barden honed her expertise in cable operations through her role as General Manager and then Director of Operations with United Artists/TCI in the San Francisco Bay Area. She then transitioned to a statewide position as Director of Product Marketing where she launched Digital Television and Broadband Internet, before joining Comcast as Regional Vice President of Sales and Marketing for California.

"With more than 30 years of experience in marketing, sales and business development, Elaine has the ideal background to lead strategic relationship development with communities across the West Division. She understands what's important to our partners and will work with them to invest in the infrastructure critical to areas of economic growth," added Steve Krom, West Division Senior Vice President, Sales & Marketing.

Throughout her career, Barden has received numerous accolades for her leadership and the inspiring example she sets for others, including being named to the "Top 100 Most Influential Women in Cable" by *CableWorld Magazine*, "#35 of the Top 100 Regional Leaders" by *Cablefax*, and "The Top 25 Most Influential Women in Business" by the *San Francisco Business Times*.

"I am very excited to work hand in hand with our incredible partners to deliver the innovative products and services needed to keep our communities competitive," said Barden. "We hope to take our collaborations to a whole new level – one where Comcast is working directly with developers to strategically invest in the network infrastructure needed to support developments long before they've even begun building."

Barden is a graduate of UC Berkeley and is the founder of Cinlexico Charitable Foundation which has donated more than \$300,000 to support the advancement of children living in poverty.

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.

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