

Appendix A

Comcast Plans To Launch Integrated Voice, Email Services

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5/7/07

Comcast Corp. (CMCSA, CMCSK), the country's largest cable operator, is planning to merge its telephone and email services as a way to bolster consumer loyalty to the bundled offerings of television, Internet and phone service that are becoming a growth driver for cable companies.

Comcast said Monday it will start later this year a service it calls the SmartZone communications center, which will let customers access **Comcast**-provided email, voicemail and instant messages from one Web site. The offering also lets people merge email and phone contact lists in one location.

Comcast is rolling out the free service through its **Comcast.net** Web portal as a way to build consumer support for the so-called Triple Play of TV, Internet and digital-telephone service. The lucrative packages are becoming a priority for the cable industry.

"We continue to integrate new features and enhancements that we know customers want to make their communications and entertainment needs even easier to use and manage," said Cathy Avgiris, senior vice president of voice services for Philadelphia-based **Comcast**.

The company announced the new service as the cable industry is gathering for a trade show in Las Vegas amid optimism about the industry, thanks to successes of the Triple Play services.

In part because of its bundled offerings, **Comcast** has more than 24 million cable subscribers and has also become one of the country's largest Internet-service providers, with more than 12 million customers at the end of the first quarter.

Comcast's partners on SmartZone include Hewlett-Packard Co. (HPQ), Zimbra, a software company, and Plaxo, an Internet address book service.

Central Command

CableFax Daily

5/7/07

Comcast announces today plans to launch its "SmartZone" communications center, a fully integrated, Web-based communications center that lets customers go to one central location to receive email, check voicemail online, send instant messages and manage a new smart address book that updates contacts on email, cell phones, PDAs and digital phones. The MSO is partnering with HP, Plaxo and Zimbra on the application. The center, to launch later this year, is 1 of about 20 enhancements in HSD that **Comcast** plans over the next 12-18 months, said **Comcast** svp, product dev Greg Butz. The intent is to enhance the triple- play experience. Other planned apps include the ability to program your DVR from the Web and caller ID on your TV and PC.

Comcast to Sell Its Own Cordless Phones

Operator's Phones Will Deliver Voice Mail, Email, Instant Messaging and Phone Directories

By Todd Spangler -- Multichannel News, 5/8/2007 11:46:00 PM

Las Vegas -- In a move that recalls the days of Ma Bell, Comcast plans to begin selling cordless-phone handsets by early next year that provide on-screen access to e-mail, voice mail, instant messaging, address books and Internet-based phone directories.

Oh, and the phones also will be able to place and receive calls via Comcast Digital Voice service.

Comcast senior vice president of product development Greg Butz said the company will become the first landline-replacement voice provider to introduce a self-provisioned phone. "It's not just about the triple-play package," he added. "It's about making the triple play better."

The "enhanced cordless phone" -- Comcast will announce a brand name for it later -- will let users scan e-mail messages, listen to voice mail messages and look up phone numbers, either in a subscriber's personal, network-based address book or using a white-pages directory.

The phones fit into Comcast's broader strategy of more tightly knitting together voice and data offerings. Earlier this week it announced SmartZone, a unified-messaging portal expected to launch later this year, which will provide a single-screen view of e-mail, voice mail and instant messages.

The Comcast-branded phones will be sold through retail channels, as well as directly by the operator. It has not disclosed expected pricing.

Comcast already distributes cable modems and other products in nearly 5,000 retail outlets, including those of electronics retailers like Best Buy. "You have to be where it's convenient to shop," Butz said.

The company's initial manufacturing partner is a major cordless-phone maker Comcast representatives declined to name. Comcast expects Panasonic to supply phones later. The devices have an embedded multimedia-terminal adapter (eMTA) -- the device that connects to an Internet-protocol voice service - built into their charger base.

Currently, Comcast is undergoing a limited trial of the cordless phones with "friendlies" in one unspecified market.