



PHILADELPHIA

COMCAST-SPECTACOR AND THE CORDISH COMPANIES ANNOUNCE PARTNERSHIP WITH COMCAST CORPORATION TO CREATE THE XFINITY LIVE! PHILADELPHIA DINING AND ENTERTAINMENT DISTRICT

*New Venue to Bring Together Best Sports and Entertainment Brands, Create 750 Jobs
in South Philadelphia, and Host First Ever NBC Sports Arena*

PHILADELPHIA, PA (December 15, 2011) – Comcast-Spectacor and The Cordish Companies today announced an exciting long-term partnership with Comcast Corporation which includes naming the exciting new entertainment district under construction on the former site of the Spectrum, as XFINITY Live! Philadelphia.

In addition, the companies announced full details of the venue and local businesses' participation with the project.

"We are very excited to announce our wonderful partnership with Comcast and we are looking forward to celebrating the grand opening of XFINITY Live! Philadelphia on April 5, 2012," said Comcast-Spectacor Chairman Ed Snider. "This magnificent facility, which now includes the NBC Sports Arena with one of the largest and most incredible indoor TV screens in the nation, will provide an unbelievable, state-of-the-art fan experience for our guests. There will be nothing like it anywhere!"

"XFINITY Live! Philadelphia is going to be the ultimate entertainment and dining destination for fans, residents and visitors of all ages," said Comcast-Spectacor President Peter Luukko. "Comcast is a terrific promotional partner and we're excited to finally unveil the spectacular dining options we will have at XFINITY Live! Philadelphia."

"Live! districts are synonymous around the country with incredible dining, entertainment, and energy," said The Cordish Companies Vice President Reed Cordish. "By combining this approach with great local Philly operators as well the incredible power of Comcast, NBC Sports, and Comcast SportsNet, we are certain that XFINITY Live! Philadelphia will become the premier district in the country and a showpiece for Philadelphia."

The partnership and involvement with Comcast has brought the originally planned concept to new heights, including state-of-the-art experiences at the newly created XFINITY On Demand Theater, an outdoor viewing experience that will feature everything from sports games to family movies; the NBC Sports Arena, featuring an

indoor 32-foot diagonal, 6 mm, million-dollar Sony LED screen; the NBC Sports Field, which will play host to numerous outdoor activities and sports leagues; NBC Sports Fantasy Board, to ensure all visitors at XFINITY Live! Philadelphia have up-to-the-minute stats for their fantasy sports leagues; NBC Sports Game Experience, located in the Broad Street Bullies Pub, featuring the latest video games to challenge your family and friends; the Comcast SportsNet Ticker, over 100-feet of LED ribbon in the Philly MarketPlace showing live sports scores and top news; and the Comcast SportsNet Interactive Zone, featuring fan camera, photo green screen, and interactive games.

“Philadelphia has been Comcast’s home for decades, and we’re invested in its growth. We are thrilled to work with Comcast-Spectacor and The Cordish Companies to bring together the Comcast and NBCUniversal brands in a new entertainment and sports district that will build upon the vibrancy and history of the South Philadelphia Sports Complex,” said Dave Watson, Executive Vice President and Chief Operating Officer, Comcast Cable. “XFINITY Live! Philadelphia will create 750 jobs for the City and will be a top destination for residents and families across the area.”

XFINITY Live! Philadelphia will feature:

The Philly MarketPlace: The heart of XFINITY Live! Philadelphia that will serve as a central gathering place for groups and grant guests access to each of the venues. The Philly MarketPlace at XFINITY Live! Philadelphia will showcase many local institutions including The Original Philadelphia Cheesesteak Co., Chickie’s & Pete’s, and Nick’s Roast Beef, with more to be announced shortly. The largest open area inside XFINITY Live! Philadelphia, the Philly MarketPlace will feature a VIP lounge, custom draft tables, a raw bar, and world class sports viewing.

Spectrum Grille: Created in the essence of the Spectrum itself, this sleek venue will provide a sophisticated, intimate atmosphere and an extraordinary dining experience. The Spectrum Grille, the crown jewel of XFINITY Live! Philadelphia, will feature prime steaks, chops, and seafood, and will host one of Philadelphia’s finest cocktail parties nightly.

Broad Street Bullies Pub: A timeless neighborhood pub featuring authentic memorabilia from the legendary Broad Street Bullies team of the 1970’s. Classic tavern meets gastro pub, Broad Street Bullies Pub specializes in gourmet burgers and classic pub fare as well as an expansive variety of beer including 48 drafts on tap. Bullies Pub will serve lunch and dinner and often feature live acoustic entertainment at night. The atmosphere is a well-balanced mix of classic meets comfortable – the ideal place to meet or celebrate a special occasion.

PBR Bar and Grill: Country cool meets urban chic in the most stunning western themed venue to be unleashed to Philadelphia. Born from the toughest sport on dirt, Professional Bull Riders restaurant will duplicate this powerhouse concept that has proven wildly successful in other markets, including Las Vegas, Houston, Baltimore, and Kansas City. With authentic Tex-Mex cuisine served during the day and a country & southern rock

party at night (featuring a mechanical bull), PBR Philly will bring the party to XFINITY Live! Philadelphia.

Victory Beer Hall: In partnership with Philadelphia's Victory Brewing Company, the Victory Beer Hall will be an unrivaled social experience, featuring elongated, beer hall style tables, a stage for live indoor entertainment, and a 2,000 square-foot patio complete with a fire pit and a unique panoramic view of the Philadelphia skyline. The Victory Beer Hall's signature will be its celebration of craft beer, featuring an eclectic selection of regional Philadelphia brews as well as national brands.

Additionally, Philadelphia has been chosen to host the first ever, NBC Sports Arena, at XFINITY Live! Philadelphia. The NBC Sports Arena will offer fans a one-of-a-kind sports viewing experience, featuring a 32-foot diagonal, 6mm, million dollar Sony LED HD television, high impact LED Rings displaying the NBC Sports Ticker, and in-game promotions that will rival any live sports experience in the world, making for a true fourth stadium experience at the Philadelphia Sports Complex. With a full service menu, the NBC Sports Arena will be the best place to catch the game or host an unforgettable event.

The expansive outdoor area of XFINITY Live! Philadelphia is centered around the XFINITY On Demand Theater, a 24-foot wide, Sony LED video board, which will show both sports game and family friendly movies. Adjacent to the XFINITY On Demand Theater, the NBC Sports Field, a pro-quality 300ft artificial turf field, will host numerous outdoor activities.

Through a partnership with Sony, XFINITY Live! Philadelphia will open with state-of-the-art audio and video systems, including Sony flat panel televisions, to ensure everyone in the venue will have a high definition view of the game.

XFINITY Live! Philadelphia represents a growing trend in smart growth, creating dining and entertainment venues adjacent to stadiums, arenas, and concert halls across the world. XFINITY Live! Philadelphia is taking this concept to a new level. Without a doubt, it will be the model for all smart growth concepts going forward.

Parking at XFINITY Live! Philadelphia will be an easy, seamless experience for all visitors. On non-event nights at the Sports Complex, XFINITY Live! Philadelphia will feature complementary parking and ease of access to both major highways I-95 and I-76. On event nights, parking will be free one hour after the start of the final event of the day, ensuring that for 95% of the year, free parking will be available to the public after 9pm. The event schedule and free parking hours will be heavily communicated through all mediums.

XFINITY Live! Philadelphia will be ramping up its hiring in the next few weeks and a job fair at the Wells Fargo Center will be announced with the entire local community encouraged to attend.

About Comcast-Spectacor

Comcast-Spectacor (comcast-spectacor.com) is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the home arena for both the Flyers and the NBA's Philadelphia 76ers, the Wells Fargo Center, and four Flyers Skate Zone community ice skating and hockey rinks. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 100 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; New Era Tickets, a ticketing and marketing company for public assembly facilities; Front Row Marketing Services, a commercial rights sales company; FanOne, a digital fan marketing company; and Paciolan, the leading provider of venue enablement, ticketing, fundraising and marketing technology solutions.

About The Cordish Companies

The Cordish Companies (www.cordish.com), now in its fourth generation of family ownership, is an international conglomerate of businesses including one of the leading real estate development companies, entertainment and gaming companies in the United States. The Company has diverse development expertise with divisions focused on Entertainment & Mixed-Use, Gaming & Lodging, Sports Anchored Districts, Shopping & Lifestyle Retail, Office and Residential. The Cordish Companies also owns and manages a diverse group of operating businesses, ranging from gaming, restaurants/clubs to live music promotion and film/media distribution. The Company values itself on the quality of its operations, its long-term relationships, and high level of integrity in all of its endeavors.

The Cordish Companies is the largest and most successful developer of entertainment districts and concepts in the United States. In particular, the company has unparalleled experience in creating and revitalizing high-profile destinations in urban core locations. Many of The Cordish Companies' projects involve public/private partnerships and are of unique significance to the cities in which they are located. Prime examples are the company's prominent role in the redevelopment of Baltimore's world-famous Inner Harbor; Atlantic City, NJ; Hollywood, FL; Charleston, SC; Houston, TX; Louisville, KY; Tampa, FL, Kansas City, MO; and Towson, MD. Hogan Real Estate is The Cordish Companies' local partner in Louisville.

The Cordish Companies has received the highest possible national awards in its various areas of expertise. In real estate, The Cordish Companies has received an unprecedented seven Urban Land Institute Awards of Excellence.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the world's leading media, entertainment and communications companies. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the

development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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