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**Comcast Entertainment Group Names MediaVest USA
Media Planning and Buying Agency of Record**

NEW YORK - October 25, 2006 - MediaVest USA has been selected as the media planning and buying agency of record of Comcast Entertainment Group, as announced by Laura Desmond, CEO of Starcom MediaVest Group, The Americas. Comcast Entertainment Group consists of E! Networks—the largest producer and distributor of entertainment news and lifestyle programming in the United States, and G4—the go-to network for men 18-34 and the fastest growing network in 2006.

The assignment, effective November 2006, includes the following brands: 24-hour networks E! Entertainment Television, Style Network and G4. Scope of work include strategic planning and investment services across local and national broadcast, print, out-of-home and digital in the U.S.

"We're pleased to have found a strategic partner who clearly shares our vision for our brands," says Suzanne Kolb, executive vice president, marketing & communications, E! Networks. "We look forward to benefiting from MediaVest's depth of knowledge and innovative approach towards media and consumer outreach."

The E! Networks assignment, awarded to MediaVest following a competitive review, will be based out of the MediaVest Los Angeles office, a full service operation.

"E! Networks is a leader in the entertainment programming space, and G4 delivers one of the highest concentrations of young male viewers among all cable networks. These channels thrived in an environment of change because they have loyally served their respective growing audiences with new and exciting content, while capitalizing on franchise favorites," said Desmond. "We're thrilled to partner with them and look forward to activating our strategic and creative use of media to work for them."

About E! Networks

Based in Los Angeles, E! Networks is the world's largest producer and distributor of entertainment news and lifestyle-related programming. The company operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment; Style Network, the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming, and E! Online, located at Eonline.com. E! is currently available to 89 million cable and direct broadcast satellite subscribers in the United States. Style Network currently counts 43 million subscribers. Internationally, E! programming can be seen in more than 120 countries worldwide, reaching 600 million homes. In addition to its ventures for locally programmed E! branded channels outside the U.S., the company operates the E! International Network, a 24-hour English language global entertainment channel available via satellite in Europe, Africa, Asia Pacific and the Middle East. Earlier this year, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere -- from online to broadband at The Vine @E!Online to wireless to satellite radio to VOD.

About G4

G4, the fastest growing network on television for 2006, launched in April 2002 and is now available in 59 million cable and satellite homes nationwide. The #1 podcasted cable network in America and a leader in VOD, G4's programming includes breaking video game industry news, trends, reviews, the hottest games and gear, celebrity interviews and insider opinions. Targeting the male 18-34 audience, G4 is the first and last word on games, technology, animation, interactivity, the Internet and broadband. The company is headquartered in Los Angeles and is owned by Comcast Corporation. To learn more, log onto www.g4tv.com <http://www.g4tv.com>.

About MediaVest

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver Innovation that Works and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including The Coca-Cola Company, Kraft, Masterfoods, Mattel, P&G and Starwood Hotels and Resorts. For more information, visit www.mediavestww.com.

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