



[For Immediate release]

THE AFRICA CHANNEL TO PREMIERE IN WASHINGTON, D.C.
ON COMCAST DIGITAL CABLE CHANNEL 678
ON AUGUST 1ST WITH DAILY WINDOW INTO MODERN AFRICA

***Channel's Backers Include Former UN Ambassador Andrew Young, and
NBA Stars Dikembe Mutombo and Theo Ratliff***

***Will Launch With 1,600+ Hours Of All-English Programming New to the U.S.
Ranging From News & Information to Travel/Lifestyle, Music and Soap Operas***

WASHINGTON, D.C., July 5, 2006 — **The Africa Channel**, a new cable television network showcasing the rich and diverse perspectives of Africa's people, will premiere August 1st in Washington, D.C. on Comcast Digital Cable Channel 678. The channel is backed by such high-profile names as former UN Ambassador Andrew Young and his company, Goodworks International, and NBA stars Dikembe Mutombo and Theo Ratliff.

The channel launches with more than 1,600 hours of original and first-run English-language programming, ranging from news, music, feature films, reality, talk and event specials to soaps, travel, lifestyle and documentaries — many of them among the top-rated and longest-running series in Africa. Virtually none of these programs have been seen in the U.S. until now. The Africa Channel already enjoys strong ties in Washington through its partnerships with such prominent groups as: Africare, Africa Wildlife Foundation, Sister Cities International, The Carter Center, The Dikembe Mutombo Foundation, and The Leon H. Sullivan Foundation.

The channel regularly offers a breadth of news and information programming. Through its relationship with Reuters, The Africa Channel has secured the exclusive U.S. cable television rights to the weekly ***Africa Journal*** series which aggregates key stories, interviews and news from across the African continent. ***Africa Report*** offers a comprehensive look at the business opportunities on the continent. A flagship series, ***Carte Blanche Africa***, is known as 'The 60 Minutes of Africa' due to its investigative journalism and highly popular newsmagazine format.

Additional flagship series include weekly travel hour ***Africa Within***, ***Big Brother Africa***, the only Big Brother franchise to feature housemates from multiple countries and reality series ***All You Need is Love***. Also in the lineup are landmark dramas ***Generations***, (not to be confused with the NBC series) and ***Isidingo – The Need***. Original series created for The Africa Channel: ***Conversations with Felicia***, hosted by author, entrepreneur and African TV icon Felicia Mabuza-Suttle and ***Africa Music!***, a VJ-hosted music series that spotlights the latest sounds to come out of Africa. The channel's broadcast of ***The 2005 Face Of Africa Finals*** recently garnered a 2006 Vision Award nomination from NAMIC (The National Association For Multi-Ethnicity In Communications).

“There may be no more important market for The Africa Channel than the nation's capital, thanks to the numerous political and economic ties between our government and the governments of Africa,”

said Mr. Young. “Washingtonians know about the rich culture and emerging economies of Africa, and I’m sure they’ll be especially responsive to the informative, entertaining and unique programming that The Africa Channel delivers.”

“We are delighted to be one of the first Comcast systems to launch the Africa Channel,” said Tony Hollinger, Vice President/General Manager for Comcast of the District. “Bringing international and multi-cultural content to our subscribers underscores Comcast’s dedication to diversity in our people, programming and partnerships.”

“Our network will serve an important cultural need, while providing entertaining programming that demystifies Africa to the Washington television audience. With our pro-social agenda firmly rooted in education, we’ll be a highly visible participant in the city’s local communities,” said James Makawa, CEO of The Africa Channel, a native of Zimbabwe and a channel founder.

About The Africa Channel:

The premiere of The Africa Channel last September marked a milestone in U.S. television history: for the first time, American audiences were able to experience the daily successes, celebrations and challenges of people living throughout Africa, all via a general entertainment network. The 24/7 commercially supported channel previously launched in Atlanta, Georgia and New Orleans and Baton Rouge, Louisiana, airs more than 1,600 hours of English-language programming, including news and information, travel, and lifestyle, music, soaps, talk, reality, feature films and special events. Long-time TV industry executives James Makawa, Jacob Arback and Richard Hammer founded the network, and its initial partners include former UN Ambassador Andrew Young and his company, Goodworks International, Weller/Grossman Productions, and National Basketball Association stars Dikembe Mutombo and Theo Ratliff. For more information about the channel, please visit www.theafricachannel.com.

About Comcast:

Headquartered in Philadelphia, Comcast Cable is a division of Comcast Corporation, the nation’s leading provider of cable, entertainment and communications products and services. With 21.5 million cable customers, 9 million high-speed Internet customers and 1.5 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content.

Comcast’s Eastern Division currently serves more than 5.6 million customers along the New York to DC corridor, including New Jersey, Pennsylvania, Delaware, Maryland, Washington, DC, and Virginia, along with parts of California and Texas. The Eastern Division also founded and manages CN8, The Comcast Network, one of the nation’s largest and most honored regional 24-hour diversified television networks, seen by more than seven million homes on the East Coast. The division is based in Oaks, Pennsylvania.

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