



GHSA Digital Sports Network forges partnership with Comcast to broadcast high school sports on Comcast ON DEMAND

Atlanta, GA – January 4, 2010 – The GHSA Digital Sports Network, a partnership between PlayON! Sports and the Georgia High School Association, announces a new initiative with Comcast for On Demand distribution of Georgia high school sports. Coverage of a variety of regular season games, playoffs, and GHSA championships, beginning in January 2010, will be made available to fans in the Comcast service area. Spotlighting over 80 games and championships around the state of Georgia, the features will be up-close and personal short-form productions of the games spotlighting the teams, schools, fans, and of course, highlights of all of the action.

Sports to be featured include:

- Basketball
- Swimming
- Diving
- Wrestling
- Baseball
- Lacrosse
- Gymnastics
- Soccer
- Softball
- Volleyball
- Football
- Tennis
- Track & Field
- Competitive Cheer

Coverage started with regular season basketball, and the first games feature both the boys and girls teams of powerhouses Milton and Walton squaring off at Walton High School on January 5th.

GHSA Programming is located the "Get Local" section of your ON DEMAND menu on Comcast cable:

Channel 1 On Demand → Get Local → Top Picks

- or -

Channel 1 On Demand → Get Local → Atlanta Sports → High School Sports

About PlayON! Sports:

PlayON! Sports is an Atlanta-based digital media company and technology provider specializing in the production, distribution, and monetization of professional-quality, low-cost video content. PlayON! Sports' proprietary technology platform includes video production capabilities and a multiplatform distribution system. For more information, contact PlayON! Sports at info@playonsports.com, or visit www.playonsports.com.

About Comcast Corporation

Comcast Corporation (www.comcast.com) is one of the nation's leading providers of entertainment, information and communication products and services. With 23.8 million cable customers, 15.7 million high-speed Internet customers, and 7.4 million Comcast Digital Voice

customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectacor, which owns two professional sports teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wachovia Center, and manages other facilities for sporting events, concerts and other events.

About Georgia High School Association (GHSA):

The GHSA is a voluntary organization composed of over 400 public and private high schools whose purpose is to promote good sportsmanship and to standardize and encourage participation in athletics and extra-curricular activities through Region and State competitions. For more information, contact GHSA at ghsa@ghsa.net , or visit www.ghsa.net .