

ADD ONE/ PENNCORD VIDEO CONTEST

Contest participants are encouraged to develop their own interpretation of the theme; illustrate how voting can change a community, the country, and the world; and identify how voting involves civic knowledge, democratic deliberation, and public action. All videos submitted should urge viewers to visit www.VotesPA.com to learn more about voting in the 2008 general election on Tuesday, November 4, 2008.

The grand prize winner and runner-up will receive a cash prize for themselves and their school and an all-expenses paid trip to Harrisburg or Philadelphia. Additionally, the top 20 videos will be available for viewing on Comcast OnDemand, available to all Comcast digital cable customers. The grand prize winner will have the opportunity to appear on the Comcast *Newsmakers* program with Judge Rendell.

“We are delighted to be a part of this exciting project led by the Honorable Marjorie Rendell,” said David L. Cohen, Executive Vice President, Comcast Corporation.

“Engaging our youth in civic discourse early on helps to ensure they will become active citizens and leaders in the future, and we are excited to showcase their entries on our video on demand service.”

Complete contest rules and instructions for submitting videos can be found at www.pennCORD.org.

The *Voting: The Power of Your Voice* video contest has been made possible through generous funding from Comcast. BrownPartners is the promotional sponsor. The contest is hosted by OurStage.com, the only purely democratic online competition where the fans decide who's the best in emerging video and music.

The **Pennsylvania Coalition for Representative Democracy (PennCORD)** is a unique union of educational, advocacy and governmental organizations committed to improving civic learning for students in grades K-12. PennCORD was created in 2004 in response to *The Civic Mission of Schools* report and is currently supported by the Annenberg Foundation. PennCORD's goal is for every Pennsylvania school to prepare its students

ADD TWO/ PENNCORD VIDEO CONTEST

to understand and participate in their communities, society and government. PennCORD supports schools across the Commonwealth in their efforts to fulfill their civic mission by offering resources and opportunities to participate in statewide and local programs. Curricular materials and training are available for Keystone Civic Programs, which effectively develop civic engagement in the schools. Founding partners in the coalition include the Pennsylvania Governor's Office of the First Lady; the National Constitution Center; the Pennsylvania Bar Association; and the Pennsylvania Department of Education. For more information, visit www.penncord.org.

The **National Constitution Center**, located at 525 Arch St. on Philadelphia's Independence Mall, is an independent, nonpartisan, nonprofit organization dedicated to increasing public understanding of the U.S. Constitution and the ideas and values it represents. The Center serves as a museum, an education center, and a forum for debate on constitutional issues. The museum dramatically tells the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibits, film, photographs, text, sculpture and artifacts, and features a powerful, award-winning theatrical performance, "Freedom Rising". The Center also houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is the nation's leading provider of entertainment, information and communications products and services. With 24.6 million cable customers, 14.4 million high-speed Internet customers, and 5.6 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten Comcast

ADD TWO/ PENNCORD VIDEO CONTEST

SportsNets networks 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, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

OurStage, Inc. is a music discovery destination dedicated to new artist and new music discovery. On OurStage, artists, fans and industry professionals all come together – to discover, judge, & enjoy the best new music and the best new artists online – as ranked by the fans – in the company's proprietary, game-proof judging engine. Users are able to discover top ranked, categorized music without having to search through thousands of songs. Top-ranked artists receive significant career-building promotion and support from established artists, industry professionals, and a broad assortment of partners, including AOL Music, Bonnaroo, Bumbershoot, PLUG Awards, Newport Folk Festival, JVC Jazz Festival Newport, Paste Magazine, CMJ, Noise Pop, and many others. Founded in 2007, OurStage delivers music and related content to more than 1.5 million fans in 140 countries each month - and has attracted over 45,000 artist-members and hundreds of thousands of registered fans.

BrownPartners, established in 2002, is the fastest growing multicultural marketing firm in Pennsylvania. With experience in the areas of Education, Health Communication and Hospitality and Tourism and Corporate Diversity, BrownPartners is a full-service marketing firm that offers advertising services such as strategic planning, print production, graphic design, interactive marketing, translation services, and community outreach, among others. As multicultural marketing specialists, the firm uses both traditional and non-traditional communications tools to reach, influence and motivate consumers of color.

The Pennsylvania Department of State oversees the commonwealth's electoral process as well as Campaign Finance Voter Registration, Office of Notary Public, Commissions and Legislation. The Secretary of the Commonwealth is also Pennsylvania's chief election official. For more information about voting in Pennsylvania, visit www.VotesPA.com.

###