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## COMCAST SPORTSNET BECOMES SPORTS TELEVISION NETWORK OF 2008 MARINE CORPS MARATHON

*Network's Partnership with MCM to Include Exclusive Live Television Coverage at Oct. 26 Marathon,  
Event Presence, Pre-Event Coverage and More*

Bethesda, MD (Sept. 22, 2008) – Comcast SportsNet, the leader in local sports television, announced today a new partnership with the 2008 Marine Corps Marathon to become the Sports Television Network of the Marine Corps Marathon.

On Sunday, Oct. 26, the network will provide viewers live coverage from the starting line of the 33<sup>rd</sup> MCM with a special edition of *SportsDay* running from 7:30-8:30 a.m. In addition, the network will provide live cut-ins during the marathon. Comcast SportsNet will also produce a 30-minute special program, “The Marine Corp Marathon: The People’s Marathon” to air at 10:30 p.m. the evening of the race. “The People’s Marathon” will include interviews, extensive human-interest features and a wrap up of the race.

“Comcast SportsNet’s partnership with the 2008 Marine Corps Marathon allows our network to be part of one of Washington, D.C.’s signature event,” said Rebecca Schulte, senior vice president and general manager of Comcast SportsNet. “We are proud to be strongly associated with this annual celebration of our service men and women who run aside thousands of citizens as the entire community lines the streets in support of these fantastic athletes. This partnership is another way Comcast SportsNet can connect with its viewers by continuing to offer local sports programming that matters most to the people of this region.”

Leading up to the Oct. 26 event, Comcast SportsNet will air features on the history of the MCM, inspirational stories of those involved, and interviews with executives and participating runners. These segments will air during *SportsNite* at 6:30 p.m., 10 p.m., and 11 p.m., and *Washington Post Live* at 5 p.m.

“The Marine Corps Marathon has always been a premiere event for spectators and participants,” said Rick Nealis, Race Director. “The pageantry, the patriotism and the energy of race day translate perfectly for people at home to be part of race morning by watching on Comcast SportsNet. It is also exciting for the runners, who will be able to go home that night and watch highlights of the day in a way they never have before.”

*About Comcast SportsNet*

*Comcast SportsNet operates 10 sports networks that cover more than 2,400 live sporting events annually and deliver comprehensive sports news and analysis to nearly 40 million cable and satellite homes. Comcast SportsNet's networks are: Comcast SportsNet Bay Area, Comcast SportsNet Chicago, Comcast SportsNet Mid-Atlantic, Comcast SportsNet New England, Comcast SportsNet Northwest, Comcast SportsNet Philadelphia, Comcast SportsNet West, SNY, The Mtn. – MountainWest Sports Network, and CSS. These networks provide live game coverage of 18 professional teams as well as college, minor league and other sports. For more information see ComcastSportsNet.com.*

***About the Marine Corps Marathon***

*Voted "Best Marathon for Families", the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Runners from all walks of life have participated in the world's largest marathon to not offer prize money, deservingly earning the nickname "The People's Marathon." The 33rd Marine Corps Marathon to be held on October 26, 2008 in Arlington, VA is presented by USAA, Brooks Sports, Inc., and CVS/Caremark. No federal or Marine Corps endorsement implied. For media information about the Marine Corps Marathon, contact Beth Johnson, Public Relations Coordinator at 703.432.1165 or [Elizabeth.Johnson1@usmc.mil](mailto:Elizabeth.Johnson1@usmc.mil).*

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