



July 20, 2011

North Attleboro Board of Selectmen
43 South Washington St.
North Attleboro, MA 02760

RE: Internet EssentialsSM

Dear Members of the Board:

I am writing to inform you of an exciting new program by Comcast designed with the assistance of the Federal Communications Commission (FCC) to help bridge America's digital divide, called **Internet EssentialsSM**. In conformity with the National Broadband Plan, the program addresses key barriers to Internet access and adoption by providing affordable Internet access, the opportunity to purchase a computer and training to low-income families with at least one child receiving a free lunch under the National School Lunch Program.

The Internet EssentialsSM program will be available starting in the 2011 "back to school" season. Eligible participants will receive:

- Comcast home Economy Internet service for \$9.95 per month plus applicable taxes and fees, with no activation fees, no additional equipment rental charges, no credit checks, no price increases and no long-term contracts;
- The option to purchase a pre-configured computer for 149.99 (plus applicable taxes); and
- Access to online, in print and classroom based digital literacy training.

An entire household will be eligible to participate in the program if the household i) is located where Comcast offers Internet service; ii) has at least one child receiving free lunch through the National School Lunch Program; iii) has not subscribed to Comcast Internet service within the last 90 days; and iv) does not have an overdue Comcast bill or unreturned equipment.

Participating families may be able to benefit from Internet EssentialsSM for the entire life of their child's K-12 education, as long as they remain eligible.

In order to reach as many eligible families as possible, we could use your help! We have met with the Governor, the Secretary of Education and several state education associations all of which support the program. We are currently working with local school districts on ways to get the word out about the program to eligible students. Your support in getting the word out to your residents would be very helpful. We want to make sure all students and families of eligible students are aware of this great program.

Additional information on the Internet EssentialsSM program can be found at www.internetessentials.com. To get involved in spreading the word about the program, sign up on our partner portal, www.internetessentials.com/partner to download materials such as flyers, brochures and posters.

If you have any questions regarding the Internet EssentialsSM program please feel free to contact me at 508-732-1532 or by email to Gerry_buckley@cable.comcast.com.

Sincerely,


Gerald Buckley
Senior Government Affairs Manager