



RECEIVED
BY *MCF* | DATE *9/28/09*

September 23, 2009

Via Certified Mail/Return Receipt Requested

Board of Selectmen
Town of North Attleborough
43 South Washington Street
North Attleborough, MA 02761

Re: Price Adjustment

Dear Chairman and Members of the Board:

At Comcast, our goal is to continue to provide our customers with great products, service and value. We are proud to offer customers in North Attleborough the largest Video On Demand library, the most High-Definition choices, a faster high-speed Internet, and Comcast Digital Voice service – our low-cost, feature-rich digital phone service.

With the launch of Comcast Digital Voice, Comcast brought consumers in North Attleborough the first true alternative to traditional phone service. This competition has already saved consumers across the country billions of dollars. We understand the importance of choice and are glad that over 7 million of our customers have chosen Comcast as their provider of choice, making us the third largest residential phone provider in the U.S.

In addition to bringing our customers choice in phone service, Comcast leads the broadband revolution as America's largest residential broadband provider. Over the past five years we have consistently increased the speed of our Internet service without increasing the cost of the service to our customers. We recently doubled the download speed on our most popular broadband product from 6 Mbps to 12 Mbps. And by the end of the year, more than 80 percent of Comcast's service area, including North Attleborough, will have download speeds up to 50 Mbps available.

Through innovation and technology Comcast has brought to its customers the fastest residential broadband speeds available from any provider. Our customers also receive additional valuable benefits at no extra charge, including Comcast's McAfee Security Suite (a \$120 value), Plaxo Premium (a \$59.95 value), and expanded content on Comcast.net (such as ESPN360, even more entertainment, multiple email accounts, shopping and security features).

While high-speed Internet and digital voice services are not increasing, the monthly price for Expanded Basic service is increasing from \$43.84 to \$45.84 effective with our November billing statements. Expanded Basic service is a component of our Standard Cable and Digital Starter packages.¹ While Standard Cable customers will see this increase, Digital Starter customers will see the \$2.00 increase to the Expanded Basic portion of their package and a \$2.00 decrease to the Digital Starter portion of their package, which includes music choice and the program guide, therefore keeping their monthly package price the same.

¹ Standard Cable Service was no longer available for new subscriptions effective December 1, 2008.

These changes to the cost of our cable service are the result of increased business and operational costs. As an example, Comcast spends about \$6 billion a year on programming alone to provide our customers the best content and the most video choices. While we have been aggressive at controlling these costs, we expect continued increases in the costs we pay for programming.

Despite the increased cost of doing business, Comcast has continued to add value to our services. In the past year, we have:

- Added more sports content including the NFL, NBA, NHL and ESPNU to our Digital Classic/Preferred service level, giving customers access to top sports league programming.
- Have begun to provide new converged services like Universal Caller ID to the TV and the PC that we deliver across all three platforms (TV, PC, and phone) at no additional charge.
- Continually enhanced the customer experience through better, more integrated products and an improved customer experience at all levels.

If you have any questions or need more information about these changes please feel free to call me directly at 508-732-1532.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerry Buckley". The signature is fluid and cursive, with the first name "Gerry" and last name "Buckley" clearly distinguishable.

Gerry Buckley
Senior Manager of Government & Community Relations