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The world has gone digital.

It's time to bring home Internet service to more families.

Let's bring the Internet to more homes for just \$9.95 a month + tax.

- No price increases, activation fees or equipment rental fees
- Computers available for \$149.99 + tax
- Free Internet training online, in print and in classroom

For more information and materials, visit: InternetEssentials.com/partner



Internet Essentials is also known as the Comcast Broadband Opportunity Program.

Generic Version

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INTRODUCING
INTERNET ESSENTIALS
FROM COMCAST



Spread the word.

Let's help more students and families get online.



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Today, people across the country rely on the Internet for school, work, communicating with others and more. It's no longer just a convenience. It has become essential for success. Unfortunately, millions of students and their families don't have Internet at home, creating a barrier to achievement.

Bringing more families online.

As the nation's leading Internet provider, we want to help make the Internet more accessible to more people. That's why we're pleased to introduce Internet Essentials, a program designed to help increase broadband adoption.

It starts with fast Internet for just \$9.95 a month + tax.

This low price for broadband Internet service never increases for customers in the program. Plus, families can buy a low-cost computer and receive free Internet training.

Just in time for the 2011-2012 school year.

Internet Essentials is available to households with children who receive free lunches through the National School Lunch Program. Families can apply starting with the back-to-school season.

Help spread the word.

You can play an important role in raising awareness about Internet Essentials. The faster the news travels, the sooner these deserving families can get connected at home — and benefit from the power of the Internet.

For more information, visit our website
InternetEssentials.com/partner



CHART 7: PEW RESEARCH CENTER, GENERIC BR, EXHIBIT 2

Generic Version

Here's Internet Essentials at a glance.
 The program is designed to expand Internet adoption and close the digital divide in three important ways. While in the program, customers receive:

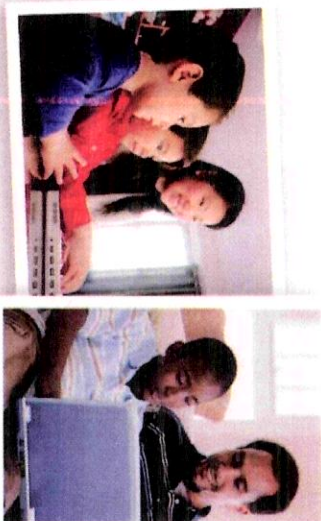
AFFORDABLE INTERNET
\$9.95
 a month
 + tax

- no**
- price increases
 - activation fees
 - equipment rental fees

A LOW-COST COMPUTER
 Available for just **\$149.99**
 + tax

FREE INTERNET TRAINING
 Available online, in print and in classroom

Now's the time for Internet Essentials.
 According to the Pew Research Center, only 45% of those with household incomes under \$30,000 have broadband at home. Students growing up without Internet at their fingertips are missing out on valuable opportunities, and their families may be unable to communicate with their children's teachers and schools. Together, we can help close this gap.



**Share the news.
 Starting today.**

It's easy to spread the word about Internet Essentials. Just visit our website for all the information, materials and updates you need to keep the momentum going.

Get started now. Visit:
InternetEssentials.com/partner

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Program: *Internet Essentials: Offer to Students on FREE Lunch for reduced Internet access rate and Computers for \$149.00*

BENEFIT: Address the Digital Divide in the Broward Community

Sponsor: COMCAST

What is being provided as part of this program?

COMCAST is partnering with Broward County Public Schools to offer low-cost, high speed Internet access directly to the homes of students who are eligible for Free Lunch. COMCAST will also make available a computer at a discount and provide free Internet training to get the students and their families started! The cost of \$9.95 a month plus tax is being made available for the next three years and include activation fees and installation.

How will this benefit our students?

This program addresses the “digital divide” by addressing two of the barriers to connecting to the Internet - access and computer. With the availability of Internet access, eligible students will have access to educational resources to assist them with their learning. This is truly “essential” for success in a globally connected 21st century world. These Broward students will be able to access digital textbooks, check on their assignments, access their grades, research information and use instructional learning tools – all available through the Broward Education Enterprise Portal (BEEP) Student system.

How the Program Works:

1. Families with children enrolled in the free lunch program can sign up for low-cost, high-speed Internet service. Cost is \$9.95 per month plus tax.
2. These families can also buy a computer at a discount (\$149.00). The computer is a NETBOOK with wireless card.
3. Training is provided at no-cost to the families by COMCAST
4. COMCAST will install the service and provide parental control software that addresses online security.
5. This offer is available for three school years to families
6. Families must live in areas with COMCAST service. Parts of Weston and Coral Springs will therefore not be able to take advantage of this service.

How does a Family show evidence of qualification and sign up for the program?

1. Family member calls an 800 number (1-800-765-6995) and makes arrangements with a COMCAST representative.
2. Letter of eligibility for Free Lunch distributed by food service must be sent to COMCAST by the eligible families
3. COMCAST provides all installation as part of the offer at no cost to the families.
4. Families decide whether they want to purchase the NETBOOK at the reduced cost

How will information be distributed to eligible families?

1. A flyer will be distributed to eligible families who qualify for free lunch on first day of school through the Food Services Department in conjunction with the application for free lunch. A copy of the flyer is attached.
2. An InternetEssentials web site (<http://InternetEssentials.com>) provides further details on the program. The Broward schools web site will also provide information on the partnership with COMCAST.
3. Parent-Link Message is sent to the families of students who are enrolled in FREE LUNCH as a reminder of the program offering.
4. Information on the program can also be found at public libraries and community organizations.

For more information, contact: Dr. Jeanine Gendron, Director, Instructional Technology at 754-321-0475.

COMCAST Representative: Dawn Stagliano, Director, Government Affairs and Community Investment.
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