



Received

JAN 21 2010

Town Managers Office
Town of Lady Lake

January 21, 2010

Kristen Kollgaard, Interim Town Manager
Town of Lady Lake
409 Fennell Blvd.
Lady Lake, FL 32159

Dear Ms. Kollgaard:

At Comcast, our goal is to continue to provide our customers with great products, service and value. We are proud to offer customers in the Town of Lady Lake the largest Video On Demand library, 47 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 the Town of Lady Lake the first true alternative to traditional phone service. This competition already has saved consumers across the country \$23.5 billion, including \$13 billion in 2007 alone. 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. Our Comcast High-Speed Internet customers have experienced multiple speed increases with no increase in cost in over five years.

Not only has Comcast brought our customers faster residential broadband speeds, but our customers also receive many additional valuable benefits at no extra charge, including Plaxo Premium (a \$59.95 value), expanded content on Comcast.net (such as ESPN360, even more entertainment, multiple email accounts, shopping and security features) and 2 GB worth of online safe and secure personal file protection with continuous backup, plus the ability to share and access files remotely from any Internet connection. In addition, Comcast will soon offer customers the option to receive a wireless in-home router at no additional charge. A wireless router is a convenient way for our customers to extend their Comcast High-Speed Internet service throughout the home.

While we will once again not increase the cost of our High-Speed Internet and digital phone services, our costs to provide our customers with the next-generation of equipment and technology to deliver them are rising significantly. Effective March 1, 2010, the monthly equipment charge for a Comcast High-Speed Internet modem will increase from \$3.00 to \$5.00 and the Comcast Digital Voice modem will increase from \$3.50 to \$5.00, excluding applicable taxes and fees.

In addition to the changes in voice and data modem equipment lease fees, effective March 1, 2010, the monthly price for some of the Cable Services and Equipment prices will change according to the attached price and service list. However, no customer who is currently on a promotional offer will receive an increase in his or her service charges during the promotional period.

These changes to the cost of our cable service are the result of increased business and operational costs. For example, Comcast spends about \$6 billion a year on programming 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. For example, in the past year, we have:

- Added more sports content including the NFL, NBA, NHL and ESPNU to our Digital Preferred service tier, giving customers' access to top sports league programming.
- Added 15 new HD channels: ESPNU HD, NFL HD, WOPX HD, CNN HD, TLC HD, AMC HD, MTV HD, VH1 HD, Comedy HD, ABC Family HD (*eff 3/1/10*), FX HD (*eff 3/1/10*), Speed Channel HD (*eff 3/1/10*), Fox News HD (*eff 3/1/10*), Disney HD (*eff 3/1/10*) and The Science Channel HD (*eff 3/1/10*).
- Provided 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.

Attached is our updated price and service list Effective March 1, 2010. If you have any questions or need more information about these changes please feel free to call me directly at 352-315-6601.

Sincerely,



Mark Russell
VP/GM

