

THE AFRICA CHANNEL EXPANDS PARTNERSHIP WITH COMCAST TO SERVICE MULTICULTURAL AUDIENCES

LOS ANGELES, September 13, 2016 — The Africa Channel (TAC) announced today it has expanded its partnership with Comcast Cable in Video On Demand (VOD) content targeting multicultural audiences. Comcast is the first provider to launch TAC on VOD.

Currently, Comcast's Black Film & TV destination on Xfinity on Demand offers more than 2,000 hours of programming. The curated collection provides the best of Black entertainment with nearly 800 movies and more than 70 TV series.

Javier Garcia, Senior Vice President and General Manager of Multicultural Services at Comcast, said, "We look forward to working with The Africa Channel to continue to enhance our experience for African-American and multicultural audiences across our Xfinity products. Providing the network's diverse and unique lifestyle content through an expanded VOD offering will let our customers discover programming that's appealing and relevant."

Narendra Reddy, EVP Content & Global Operations, The Africa Channel, said, "We are delighted to expand our relationship with Comcast and appreciate their commitment to fostering diverse and independent voices on their channel lineup."

ABOUT THE AFRICA CHANNEL (www.theafricachannel.com)

The Africa Channel is a showcase for the African continent's most outstanding English-language television series, specials, documentaries, feature films, music, soaps, biographies, current business analysis and cultural and historical programs. These travel, lifestyle and culture-oriented programs reflect the people of Africa, their incredible stories, their daily lives, their music and art, their successes, celebrations and challenges. The channel's mission is to open up a daily window into modern African life and, in the process, help demystify Africa for American viewers. The Africa Channel is based in Los Angeles and is available in approximately 10 million homes in the U.S. on cable systems such as Comcast, Charter and Cox.

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