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MEDIA CONTACT:

**Lou Piniella Reads Aloud *Feet Man and Mr. Tiny*  
Neal Cotts Pitches in with *Max's Words*  
Ryan Dempster Closes with *Sally Jean, the Bicycle Queen***

**CHICAGO** — Comcast Spotlight announced today that in conjunction with the beginning of the 2007 Major League Baseball Season, the Chicago Cubs are re-launching a community-based literacy initiative, "Cubs Spotlight on Reading."

"We are pleased to be able to continue this program for the children in our community," said Mike Lufrano, Chicago Cubs senior vice president of community affairs. "We hope by seeing some of their favorite Cubs players reading, students will be encouraged to read themselves. This partnership with Comcast Spotlight and the Chicago Public Schools brings the Chicago Cubs into individual classrooms and homes by video, making it available whenever it is convenient for teachers and individuals families."

Developed jointly by the Chicago Cubs and Comcast Spotlight, the third-year program features Chicago Cubs personalities reading children's books to elementary school students. This year's readers include Cubs manager Lou Piniella and pitchers Ryan Dempster and Neal Cotts:

- Piniella reads *Feet Man and Mr. Tiny* by Gina Freschet at Kolling Elementary School
- Cotts reads *Max's Words* by Kate Banks to 4<sup>th</sup> graders at Mt. Carmel Academy
- Dempster reads *Sally Jean, the Bicycle Queen* by Cari Best to 1<sup>st</sup> graders at Joan Martin Elementary

At the end of each story, the readers engage in an open-ended Q&A with the students, a highly entertaining complement to the features.

The three, 10-minute taped readings are available to Comcast's Digital Cable customers in Chicagoland and Northwest Indiana, at no additional charge, now through March 2008. The ON DEMAND readings are available 24 hours a day on channel 888, under the "Searchlight-Entertainment" folder.

"This is a win-win-win," said Peter Heisinger, Comcast Spotlight Vice President & General manager. "It continues a long history of community involvement for the Cubs organization, it helps Chicago public Schools generate reading interest among its students and with Comcast ON DEMAND, and we're able to provide sustained viewing access to a very large audience. It's a terrific program."

In addition to distribution via ON DEMAND, Comcast is making DVDs of the taped readings available to the Chicago Public Schools System, which approved the books and the effort.

**About Comcast Spotlight**

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional and national advertisers. It is focused on moving the industry forward in advanced technologies and innovative products to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit [www.comcastspotlight.com](http://www.comcastspotlight.com).