

II.D.1. Describe your company’s short term and long-range promotional and advertising strategies and objectives for winning new – or retaining current – customers for Dedicated Services. In your description, please describe the size (e.g., companies with 500 employees or less, etc.), geographic scope (e.g., national, southeast, Chicago, etc.), and type of customers your company targets or plans to target through these strategies.

To win new and retain current customers for Dedicated Services, Comcast has pursued an [Begin Highly Confidential Information] [REDACTED] [End Highly Confidential Information]. Comcast’s touch points include [Begin Highly Confidential Information] [REDACTED] [End Highly Confidential Information]. In addition, Comcast [Begin Highly Confidential Information] [REDACTED] [End Highly Confidential Information]. Comcast’s [Begin Highly Confidential Information] [REDACTED] [REDACTED] [End Highly Confidential Information] provide opportunities for customers to proactively connect with Comcast.

Comcast targets its Dedicated Services to [Begin Highly Confidential Information] [REDACTED] [REDACTED] [End Highly Confidential Information]. While Comcast seeks to serve customers in every vertical, it has targeted [Begin Highly Confidential Information] [REDACTED] [REDACTED] [End Highly Confidential Information]. Comcast primarily targets customers [Begin Highly Confidential Information] [REDACTED] [REDACTED] [End Highly Confidential Information].