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Government & Regulatory  
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www.comcast.com

August 1, 2011

Mayor John Button  
Moorestown Township  
2 Executive Drive, Suite 9,  
Moorestown, NJ 08057-

**RE: Internet Essentials<sup>SM</sup>**

Dear Mayor Button:

I am writing to inform you of an exciting new program by Comcast designed with the assistance of the Federal Communications Commission (FCC) to help bridge America's digital divide, called **Internet Essentials<sup>SM</sup>**. In conformity with the National Broadband Plan, the program addresses key barriers to Internet access and adoption by providing affordable Internet access, the opportunity to purchase a computer and training to low-income families with a least one child receiving free lunches under the National School Lunch Program.

**The Internet Essentials<sup>SM</sup> program will be available starting in the 2011 "back to school" season. Eligible participants will receive:**

- Comcast home Economy Internet service for \$9.95 per month plus applicable taxes and fees, with no activation fees, no additional equipment rental charges, no credit checks, no price increases and no long-term contracts;
- The option to purchase a pre-configured computer for 149.99 (plus applicable taxes); and
- Access to online, in print and classroom based digital literacy training.

An entire household will be eligible to participate in the program if the household i) is located where Comcast offers Internet service; ii) has at least one child receiving free lunch through the National School Lunch Program; iii) has not subscribed to Comcast Internet service within the last 90 days; and iv) does not have an overdue Comcast bill or unreturned equipment.

Participating families may be able to benefit from Internet Essentials<sup>SM</sup> for the entire life of their child's K-12 education, as long as they remain eligible.

**In order to reach as many eligible families as possible, we could use your help!** We are currently working with local school districts on ways to get the word out about the program to eligible students. Your support in getting the word out to your residents would be very helpful. We want to make sure all students and families of eligible students are aware of this great program.

Additional information on the Internet Essentials<sup>SM</sup> program can be found at [www.internetessentials.com](http://www.internetessentials.com). To get involved in spreading the word about the program, sign up on our partner portal, [www.internetessentials.com/partner](http://www.internetessentials.com/partner) to download materials such as flyers, brochures and posters.

If you have any questions regarding the Internet Essentials<sup>SM</sup> program please feel free to contact me at 856-740-4146 or by email to [fred\\_deandrea@cable.comcast.com](mailto:fred_deandrea@cable.comcast.com).

Sincerely:

A handwritten signature in black ink, appearing to read "Fred DeAndrea". The signature is fluid and cursive, with a long horizontal stroke at the end.

Fred DeAndrea  
Comcast Director of Government & Regulatory Affairs