



*****MEDIA ALERT*****

**ROYAL OAK BUSINESSES TO BE FEATURED IN
COMCAST "BEST OF THE CITY" ON DEMAND**

Comcast Film Shoots Friday, August 21 to Help Royal Oak Business Owners Showcase Their Outstanding Companies in Free Local On Demand Feature

WHAT: A Comcast film crew will shoot interviews with local business owners at multiple Royal Oak locations Friday, August 21, to produce video profiles for inclusion in the company's "Best of the City" free Local On Demand service - a living guidebook to top stores, restaurants and services. Comcast digital cable customers throughout the state will have access to the "Best of the City" profiles through Comcast's signature On Demand service, which allows viewers to tune in whenever it is convenient for them. Profiles from this shoot are scheduled to be available in September and will be accessible until November.

"When small business budgets are tight, partnerships become especially important for local entrepreneurs," said Alan Clairmont, Vice President of Marketing for Comcast's Michigan Region. "Through 'Best of the City,' Comcast is working with some of the state's small businesses to offer a free opportunity to promote their companies to thousands of Comcast customers. In turn, those viewers have an excellent resource to learn about some of the great places to shop, eat and have fun in their local communities."

"Best of the City" helps take the guesswork out of deciding where to go, and is another example of Comcast's ongoing commitment to providing high-quality, local programming focused on what matters to its customers. Profiles are divided into multiple user-friendly categories including: "Dining & Food," "Clubs, Lounges & Entertainment," "Kids, Family & Fun," "Style and Shopping," and "Best of the Rest." Like the vast majority of Comcast's 10,000 On Demand programs, "Best of the City" content is available to Comcast digital cable customers at no additional charge.

WHO: Royal Oak business owners from featured "Best of the City" organizations

WHEN/

WHERE: Royal Oak filming locations and times for Friday, August 21 are as follows:

- 9 a.m. at **Royal Oak Farmers Market** (316 East 11 Mile Road)
- 11:30 a.m. at **Inn Season Café** (500 East Fourth Street)
- 1:30 p.m. at **Dale and Thomas Popcorn** (304 South Main Street)
- 3:30 p.m. at **Burn Rubber Sneaker Boutique** (202 West Fourth Street)
- 5:30 p.m. at **Funky 7** (411 South Main Street)

FOR MORE INFORMATION:

Members of the media who are interested in attending a filming session should contact Patrick Paterno of Comcast at (248) 233-4608.

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