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**NCLR AND COMCAST NBCUNIVERSAL ANNOUNCE MULTIPLATFORM PARTNERSHIP
FEATURING TWO HOURS OF LIVE PROGRAMMING:
“2013 NCLR ALMA AWARDS” AND
MSNBC NEWS SPECIAL ON ISSUES IMPACTING THE
LATINO COMMUNITY**

Awards to be followed by complementary programming on MSNBC, mun2 and digital platforms; LIVE broadcasts begin Friday, September 27, 2013 at 10:00 p.m. ET / 7:00 p.m. PT

Latino-led executive production team also named

LOS ANGELES—NCLR (National Council of La Raza) and Comcast NBCUniversal announce a partnership to air the “2013 NCLR ALMA (American Latino Media Arts) Awards®” LIVE on MSNBC with programming on MSNBC, mun2 and digital platforms including mun2.tv and Telemundo.com.

The “2013 NCLR ALMA Awards” on MSNBC will be live for the first time since its inception in 1995. The telecast, during National Hispanic Heritage Month, will celebrate the contributions of Latinos in the entertainment industry with a look back at this year’s outstanding achievements; tributes to career excellence, outstanding causes and philanthropy; and inspiring music performances and acts. The barrier-breaking awards show is the only nationally televised prime-time English-language program celebrating Latino contributions to entertainment and media.

“We’re really excited to be airing this awards show and the notion of celebrating the diversity of our country,” said Phil Griffin, President of MSNBC. “We hope this is just the beginning of a long relationship between MSNBC and NCLR.”

In addition to the live “NCLR ALMA Awards” special, MSNBC will also present a one-hour news special discussing issues impacting the Latino community. The special will draw on the most important issues that the Latino community and the country are facing, such as immigration reform and education, as well as the causes featured by the honorees of the awards tributes. Over a two-hour span, viewers will see an exciting show, touching tributes and meaningful discussion connecting some of the biggest names in the Latino community with the important causes and issues that are being addressed to strengthen the country.

“Comcast NBCUniversal is proud of our partnership with NCLR and the ALMA Awards. This year, the live awards and public affairs shows on MSNBC, and the mun2 news special, create an unprecedented opportunity to connect with Hispanic viewers,” said David L. Cohen, Executive Vice President of Comcast Corporation. “We look forward to highlighting the contributions of Hispanic American talent across on-air and digital platforms throughout Hispanic Heritage Month.”

Also new this year, the special will be produced by the Executive Producers of Latino-led Big Vida Entertainment—Flavio Morales, Sergio Alfaro and John Ehrhard—along with Executive Producers Eva Longoria and Janet Murguía, President and CEO of NCLR.

“This MSNBC partnership not only provides an exciting new home for the acclaimed ‘NCLR ALMA Awards’ but also offers a key opportunity to bring a stronger Latino perspective to the issues of the day on one of the premier cable news outlets in the country. The expanded footprint of the ‘NCLR ALMA Awards’ is another step forward in helping to increase much-needed diversity in both news and entertainment. We thank Comcast NBCUniversal and MSNBC for their continued commitment and support,” stated Janet Murguía.

Fans will be able to view four on-air hours of related programming, in addition to online content that includes celebrity interviews and behind-the-scenes footage:

- Friday, September 27 at 10:00 p.m. ET/ 7:00 p.m. PT on MSNBC: “2013 NCLR ALMA Awards” LIVE broadcast of a one-hour special showcasing the spirit and accomplishments of some of the most prolific Latinos in the entertainment industry, spanning music, television and film.
- Friday, September 27 at 11:00 p.m. ET/8:00 p.m. PT on MSNBC: Live broadcast of a one-hour news discussion on issues affecting the Latino community. MSNBC’s Alex Wagner will host the conversation about topics such as the rise of the Latino electorate, immigration reform, education and Latino images in the media. NCLR’s Janet Murguía and MSNBC contributor Maria Teresa Kumar will be among the guests throughout the hour.
- Saturday, September 28 at 4:00 p.m. ET on mun2: The hour-long “mun2 News Special *Hecho en America*” delves deeply into the personal success stories of its subjects—Latinos who are changing politics, culture and business in the U.S. Featuring actress Jessica Alba, Sen. Marco Rubio (R-Fla.), Girls Scouts of the USA CEO Anna Maria Chávez, comedian George Lopez, boxer Marlene Esparza, NCLR’s Janet Murguía and recording artist Christina Aguilera, this intimate first-person account of Latinos who are breaking down barriers in their fields takes a cue from the motto of a new movement: “50 million strong, making it in America.” “*Hecho en America*” will tell this remarkable story in the voices of those leading it.
- Saturday, October 5 at 4:00 p.m. ET/3:00 p.m. CT on mun2: “2013 NCLR ALMA Awards All Access Red Carpet Special” is a one-hour preshow featuring performers, presenters, hosts and honorees on the red carpet immediately followed by mun2 rebroadcasts of the “2013 NCLR ALMA Awards.”

Advertisers returning for this year’s show include Target, Pepsi, Comcast, Wells Fargo, State Farm, Prudential and McDonald’s. Encore presentations of the “2013 NCLR ALMA Awards” will air throughout Hispanic Heritage Month on mun2, and exclusive content will be available for Comcast Video on Demand and on telemundo.com/ALMA.

For additional information, including announcements about the host, presenters and performers at this year’s ceremony, visit www.almaawards.com or follow the show on Twitter at @almaawards.

NCLR—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. The NCLR ALMA (American Latino Media Arts) Awards presentation is an integral part of that mission: a national prime-time television network entertainment special with a cause—to show how diversity strengthens our country and how inclusion strengthens the American entertainment industry. For more information on NCLR, please visit www.nclr.org or follow along on [Facebook](#) and [Twitter](#).

Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is the nation’s largest video, high-speed

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