



NBC UNIVERSAL CELEBRATES DIVERSITY WITH THIRD ANNUAL
'COMEDY SHORT CUTS' FILM FESTIVAL HONORING SEMI-FINALIST
FILMMAKERS ON SEPTEMBER 15 IN NEW YORK CITY

Expanding Event Now Includes Corporate Sponsors Showbiz Software, American Airlines and the Coca-Cola Company

BURBANK – September 9, 2008 - NBC Universal's multi-pronged creative entities will conduct the company's third annual "Comedy Short Cuts" Diversity Film Festival honoring this year's semi-finalist filmmakers on September 15 in New York City as part of the New York Television Festival, it was announced today by Ben Silverman, Co-Chairman, NBC Entertainment and Universal Media Studios.

This year, the event also includes corporate sponsors Showbiz Software, American Airlines and the Coca-Cola Company.

"We are proud to continue our tradition of supporting this influential film festival that encourages innovative young filmmakers and enhances our vital diversity program," said Silverman. "Equally important is that we provide a marquee venue that will allow their hard work to be seen by prominent industry executives who are always looking for wonderful new talent."

Comedy Short Cuts is just one of many live events that NBC's Talent Diversity Initiative produces to cultivate diversity both in front of and behind the camera. Creative executives from this year's executive selection committee represent NBC, Universal Media Studios, SCI FI, Bravo, USA, Oxygen, Focus Features and Rogue Pictures.

The Comedy Short Cuts festival is also a celebration of www.diversecitynbc.com, the online community that serves as a hub for diversity across all aspects of the entertainment industry spearheaded by Kendra Carter, Director Talent Diversity Initiatives, for NBC Universal.

The semi-finalist screening, hosted by Anthony Anderson of NBC's "Law & Order," will begin at 7 p.m. on September 15 at the New World Stages at 340 West 50th Street in New York City. The screening is free and open to the public. The finalists'

films -- which will celebrate all aspects of NBC Universal's diversity efforts -- will be shown later at an exclusive industry event on October 23 in Los Angeles.

Said Paula Madison, Executive Vice President of Diversity, NBC Universal:
"Comedy Short Cuts brings together the many assets of NBC Universal and remains an essential component in our ongoing efforts to realize more diversity within our programming. In addition, it is exciting and entertaining just to see the full spectrum of film creativity that is presented at the festival, knowing that the finalists will see their work spotlighted on a huge stage."

To emphasize that point, Universal Media Studios will offer a pilot script commitment this year to one of the finalist filmmakers.

"We are proud to sponsor the 2008 NBC Comedy Short-Cuts Film Festival as part of our commitment to emerging talent in television and film," says Steve Bizenov, Vice President, Sales & Software Development for Media Services, who oversees the company's Showbiz Software division. "We've supported the independent production industry for years by delivering better software, services and resources to indie filmmakers, so it was a natural fit for us to participate in this important initiative."

"American Airlines is proud to sponsor the NBC Universal Comedy Short Cuts Film Festival, and play a role in supporting diversity in the world of film and television," said an American Airlines spokesperson.

For more information on Comedy Short Cuts and to view streaming video of last year's finalists, users can go to www.CSCnbcuni.com

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