



November 24, 2015

Ms. Nancy Cowles
Executive Director
KID
116 West Illinois
Suite 4E
Chicago, IL 60654

Dear Ms. Cowles:

Thank you for your letter to Jennifer Khoury regarding a recent advertisement for Xfinity Home services. Your letter has been directed to me for reply.

First, we wish to express our appreciation to your organization for the very important work that it undertakes. Comcast is a company whose leaders and employees are parents and active members in their communities. We certainly did not intend to portray a dangerous sleeping space within the crib depicted in the Xfinity commercial that you identified in your letter. While we believe the depiction is brief and delivered with humor, and should not convey a negative message to the public, we understand the concern you have expressed. The advertisement already was scheduled to come out of rotation in the near future, but we will accelerate that schedule and remove it from broadcast.

Once again, thank you for contacting us.

Sincerely,

Peter Intermaggio
Senior Vice President
Marketing Communications