

**LG ELECTRONICS, COMCAST, NAGRAVISION CONDUCT FIRST
PUBLIC DEMONSTRATION OF DOWNLOADABLE CAS TECHNOLOGY**

Presentation Reconfirms Viability, Security of DCAS Cable Solution

LAS VEGAS, Jan. 6, 2005 – LG Electronics, Comcast and NagraVision are jointly demonstrating advanced downloadable conditional access system (DCAS) module technology for the first time at the 2006 International Consumer Electronics Show (CES).

On the heels of its agreement with CableLabs® for DCAS technology, LG is showcasing the flexibility and the interoperability of the system. According to CableLabs, DCAS offers a cost-effective, network agnostic, solution for interactive, two-way devices that connect to cable systems. Downloadable CAS allows the cable operator to manage, in an evolutionary way, the conditional access system modules of choice to devices connected to the cable network.

Developed by leaders in the cable industry, DCAS technology is viewed by many as the next practical security solution for interactive cable applications for the U.S. cable market. DCAS matches a secure embedded chip in the receiver with renewable software security keys to access content. Downloadable CAS is designed to operate with interactive cable set-top boxes as well as integrated DTVs (digital televisions with built-in set-top capabilities) and other retail devices that include a special security chip.

Benefits of DCAS to consumers, cable operators and manufacturers include flexible content security that enables national portability and thus lowers the acquisition cost by not forcing the purchase of a specific set-top box or DTV solution for each operator's system.

Dr. H.G. Lee, president and chief technology officer (CTO) of LG Electronics, said, "DCAS is a compelling security solution that will help enable nationwide interoperability of advanced two-way cable services. DCAS benefits CE manufacturers by lowering material costs and reducing entry barriers in the digital cable receiver equipment market. Our DCAS demonstration with Comcast and NagraVision exemplifies LG's commitment to working with our industry partners to introduce CE innovation and offer more consumer choices in next generation two-way devices."

Dave Fellows, executive vice president and CTO of Comcast, said, "We are pleased to be working with a leading CE manufacturer like LG to demonstrate the downloadable security technique. This is another example of Comcast's commitment to retail availability of two-way plug and play digital cable devices."

Nagravision Chief Technology Officer Philippe Stransky said, “The worldwide retail market is a new and rapidly growing segment where Nagravision has proven to be a leader in Europe including France, Germany, Italy with millions of deployed units during the last three years. We are pleased to demonstrate the flexibility of our CA architecture in downloading interoperable conditional access (CA) client software into interoperable set top boxes and integrated DTV’s from LG.

“The technology demonstration illustrates our flexibility in quickly developing a prototype CA client that runs in a interoperable environment,” Stransky said. “Furthermore, it showcases Nagravision’s skills developed over 16 years in managing security and viewing rights and licenses to the more than 57 million subscribers in open-market systems worldwide already using Nagra’s CA and DRM technology. Through cooperation with LG we believe that we can leverage our success in the retail market in other countries to open the U.S. cable as a retail market.”

ABOUT LG ELECTRONICS, INC.

LG Electronics (KSE: 06657.KS) is a global leader in providing cutting-edge, convergent electronics, information and communications products designed to meet the diverse needs of fast-changing consumers. With consolidated sales of US\$37.7 billion and overseas sales of US\$ 32.6 billion (86% of total sales), LG Electronics employs more than 70,000 employees in 76 subsidiaries located in 39 countries and operates four business units including Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG Electronics’ goal worldwide is to create and enable the intelligent networking of digital products that will make consumers’ lives better than ever. For more information please visit www.lge.com or www.LGusa.com.

ABOUT COMCAST CORPORATION

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of cable, entertainment and communications products and services. With 21.4 million cable customers, 8.1 million high-speed Internet customers, and 1.2 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content.

The Company's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, OLN, G4, AZN Television, PBS KIDS Sprout, TV One and four regional Comcast SportsNets. The Company also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia. Comcast Class A common stock and Class A Special common stock trade on The NASDAQ Stock Market under the symbols CMCSA and CMCSK, respectively.

ABOUT THE KUDELSKI GROUP/NAGRAVISION

The Kudelski Group (www.nagra.com) is a world leader in digital security. Its technologies are used in a wide range of applications requiring access control and rights management, whether for securing transfer of information (digital television, broadband Internet, video-on-demand, interactive applications, etc.) or to control and manage access of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland, and its stock is listed on the Swiss Market Index.

Nagravision (www.nagravision.com), a Kudelski Group company, is the world's leading independent supplier of open conditional access and integrated solutions for digital TV operators and content providers. Its technologies are currently being used by more than 100 leading operators worldwide serving over 57 million subscribers.

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