

**Contact**

Nicolò Omento
Marketing and Communication
+ 39 011 3841 800
nicolo.omento@deltatre.com

FOR IMMEDIATE RELEASE

NBCUniversal Media partners with deltatré to build the NBC Olympics Website for the London Olympic Games

Torino, Italy - October 18, 2011 - For the third consecutive Olympic Games, NBCUniversal Media has selected **deltatre** to build and support one of the most sophisticated event-based websites in the world: NBCOlympics.com. Viewers who are located in the United States will be presented with the finest web experience ever offered for NBC's coverage of the Olympic Games.

Gary Zenkel, President NBC Olympics, said *"We are thrilled to have renewed our long partnership with **deltatre**. They continue to be the gold standard in digital sports media platform development."*

Ciaran Quinn, Director, **deltatre**, said *"We've had the pleasure of working with the NBC Olympics team since before the Beijing Games with the goal of giving their online viewers a terrific Olympic experience. Watching sports via digital devices is not about just streaming video – it's about giving the fans a complete experience bringing together photos, articles, interactive schedules and detailed, interactive results as well as social aspects and a feeling of community. NBCOlympics.com knows what fans want and will deliver them a fantastic service for the coverage of London 2012."*

About NBC Olympics:

NBC, America's Olympic Network, has broadcast a total of 12 Olympic Games, more than any other network. The 2012 London Summer Olympics will be NBC's 13th Olympic Games broadcast and seventh consecutive. At the conclusion of the 2020 Summer Olympics, NBC will have broadcast 17 Olympic Games and 11 consecutive.

NBCUniversal is wholly owned by Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communications products and services.

About deltatre:

deltatre is a Sport Media Services Company that provides operational, technology and consulting services for digital media, broadcast, results, TV graphics and sport business processes. With staff in Torino, London, Manchester, Lausanne, Paris, New York and Portland, **deltatre** works with leading sports federations and broadcasters and has over 25 years' experience at the highest level of international sport. **deltatre's** digital media technologies drive some of the most prominent, high profile websites in the sports world including FIFA.com, UEFA.com, NBCOlympics.com, CTVOlympics.ca, BBC.co.uk/Olympics, Rugbyworldcup.com, IRB.com, Europeantour.com and many others. For more information, please visit www.deltatre.com or contact sales@deltatre.com.

###