

**PRESIDENT BARACK OBAMA TO BE FEATURED IN NBC UNIVERSAL'S
EMMY AWARD-WINNING "THE MORE YOU KNOW" PUBLIC SERVICE CAMPAIGN**

**Public Service Announcements Will Debut During "Education Nation,"
NBC Universal's Weeklong Event Examining and Redefining Education in America**

NEW YORK - September 27, 2010 - President Barack Obama will be featured in NBC Universal's Emmy award-winning "The More You Know" public service campaign with special back-to-school messages about parental responsibility in education. The public service announcements will debut this week, in connection with "Education Nation," and air across NBC Universal platforms.

"Education Nation" (www.educationnation.com) is a nationally broadcast in-depth conversation about improving education in America. It is a weeklong series of programming and events that will tackle the challenges and opportunities in education reform by bringing together more than 300 big thinkers in government, politics, business and technology - as well as school administrators, teachers, parents and students from across the country.

A centerpiece of this effort, President Obama's "The More You Know" public service announcements will empower parents and caregivers to take an active role in helping children succeed in school. The messages will encourage parents to perform simple acts that will make a big difference in their children's lives, such as reading with their kids, making sure homework gets done on-time and attending parent-teacher conferences.

President Obama's participation marks the third time that a sitting President has appeared in NBC Universal's "The More You Know" campaign. Presidents Bill Clinton and George Bush Sr. were featured in the campaign with designated driver and volunteerism messages, respectively. First Lady Michelle Obama contributed to "The More You Know" earlier this year, as part of a national effort to help end childhood obesity. In addition, former First Lady Laura Bush took part in the campaign in 2006 with a message about literacy.

With this effort, "The More You Know" returns to its roots. In 1989, the campaign launched with an education message featuring NBC News' Tom Brokaw. Its inception was in response to the teacher shortage in the late eighties and helped recruit and raise the respect level for educators nationwide.

About "The More You Know:"

NBC Universal's "The More You Know" is the longest running, most comprehensive

network public service campaign in the media landscape. For more than two decades, the campaign continues to make a difference in communities across the country by raising awareness of important social issues and motivating viewers to take action. Through its on-air public service announcements, website (www.themoreyouknow.com) and community outreach efforts, “The More You Know” reaches millions of viewers each week.

About NBC Universal:

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks.