

For Immediate Release

**Comcast, Family Business Association
Announce Family Business Awards 2010**

BOSTON — August 16, 2010 — In support of enrollment for the upcoming Family Business Awards 2010, Comcast is helping the Family Business Association in the creation and commercial airing of seven different Public Service Announcements featuring family-owned companies like Zildjian Cymbals, George Washington Toma TV & Appliance, and Lafrance Hospitality Company, all of them past award winners.

This yearly event recognizes family businesses in their excellence-driven enterprises, highlighting their successes, philanthropic efforts and ability to deal with adversity. Nominees and winners alike find value in participating in the event and in their Family Business Association membership.

“We want to ensure that as many New England family businesses as possible learn about this event,” said Brian Nagle, Executive Director of the Family Business Association. “Members derive great value from the awards and in general from being able to network with businesses of a similar nature.”

George Anthony Toma, of George Washington Toma TV & Appliance, refers to the Family Business Association as “a great support group,” and adds that “to be recognized for what we are and what we do really gave us the credibility we’ve used in a lot of our marketing campaigns.”

“The Awards event, in October of every year, is not only a fun event –because you get to meet other family businesses– but you really get to share some great stories,” said Debbie Zildjian, Vice President of Human Resources at Zildjian. And stories they all have indeed.

Storytelling

“The best story I have for Zildjian history can be traced back to 1964, on the date that the Beatles appeared on the Ed Sullivan show,” said Cady Zildjian, Product Manager of Apparel and Novelty Items at Zildjian, a 2007 FB Award winner. “The company was on back-order for about two years after that moment; everybody wanted to be a rock star and wanted to play Zildjian cymbals.”

Comcast Spotlight is promoting awareness by airing these announcements.

The Annual Award Ceremony for this year’s Family Business Awards will take place on October 21 at the Royal Sonesta Hotel, with special guest and keynote speaker Whit Shaw, president and CEO of American City Business Journals. The application deadline is August 20 at 5:00 pm. Complete information and entry forms can be found at www.massfamilybusiness.com.

About FBA, Inc.

The Family Business Association, Inc. is an independent, non-profit organization designed to promote family businesses and family business achievements in Massachusetts. Its goal is to promote the development of creative ideas, services, products and expertise to family-owned businesses. The annual awards program honors excellence in business management, growth, community service and business transition within family businesses.

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