



CABLEVISION TREATS OPTIMUM REWARDS CUSTOMERS TO SPOOKTACULAR HALLOWEEN SAVINGS

Members Can Receive Discounts at Local Haunted Houses and Halloween Attractions

BETHPAGE, NY, October 8, 2009 – Cablevision announced today that Optimum Rewards members can receive exclusive discounts at local Halloween venues and attractions across the company's service area. Families with kids of all ages are invited to take advantage of this scary good time!

Now through October 31st, visit optimumrewards.com/scary for details on the program and how to redeem these ghoulish discounts. Optimum Rewards members and their families can enjoy savings at a variety of Halloween entertainment attractions, including:

- **Madame Tussauds After Dark** (New York, NY) – Receive \$10 off after dark admission, plus VIP access
- **Ripley's Believe It or Not!** (New York, NY) – Buy one adult ticket, get one half off
- **Blood Manor** (New York, NY) – Save \$5 off “at the door” ticket prices
- **Burn Brae Mansion** (Glen Spey, NY) – Save 10% off room rates, plus \$2 off haunted attractions
- **Six Flags Fright Fest** (Jackson, NJ) – Save over 50% off admission
- **Haunted Hotel** (Springfield, NJ) – Buy one general admission ticket and get one free
- **New Jersey Halloween Horrorfest** (August, NJ) – Save \$5 off admission
- **Dark Manor** (Versailles, CT) – Save \$2 off “at the door” ticket prices
- **Bates Motel & Haunted Hayride** (Glen Mills, PA) – Save \$10 on VIP passes
- **ProFlowers Boo Berries** – Save 38% off 1 dozen hand dipped Halloween berries, plus 20% site wide at ProFlowers

“Optimum Rewards provides value and savings throughout the year through discount offers, the opportunity to win unique experiences, and other benefits,” said Gemma Toner, Cablevision's senior vice president of marketing and business development. “During seasonal events like Halloween, Optimum Rewards members are able to get even more value out of the program by enjoying local attractions in their area.”

Optimum Rewards is a free program offering qualifying customers who have all three Optimum services an automatic monthly bottom-of-the-bill discount. Customers who join the program also enjoy additional benefits, which include discounted and free movies at all Clearview Cinema locations, ongoing discounts at a variety of top area attractions, and the opportunity to win unique experiences and savings from participating retailers.*

About Cablevision

Cablevision Systems Corporation (NYSE: CVC) is one of the nation's leading media and

**Optimum Rewards program members must maintain iO TV[®], Optimum Online[®] and Optimum Voice[®] at the required levels. Available to residential accounts in good standing only. Certain restrictions and blackout dates may apply to movie ticket offers and program discounts. Customers currently on a promotion will become eligible for the discount at the end of their promotion period.*

entertainment companies. Its cable television operations serve more than 3 million households in the New York metropolitan area. The company's advanced telecommunications offerings include its iO TV[®] digital television, Optimum Online[®] high-speed Internet, Optimum Voice[®] digital voice-over-cable, and its Optimum Lightpath integrated business communications services. Cablevision operates several successful programming businesses, including AMC, IFC, Sundance Channel and WE tv, through Rainbow Media Holdings LLC, and serves the New York area as publisher of Newsday and other niche publications through Newsday Media Group. In addition to these businesses, Cablevision owns Madison Square Garden and its sports teams, the New York Knicks, Rangers and Liberty. The company also operates New York's famed Radio City Music Hall, the Beacon Theatre, and the Chicago Theatre, and owns and operates Clearview Cinemas.

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