



OPTIMUM REWARDS KICKS OFF “LIVE THE GOOD LIFE” SWEEPSTAKES

60 Lucky Winners Will Be Awarded From A Prize Pool Worth Over \$20,000!

BETHPAGE, NY, August 12, 2009 –Optimum Rewards, Cablevision’s innovative customer loyalty program, is offering the opportunity to enter the “Live the Good Life” sweepstakes for a chance to win one of 60 exciting prizes, including a grand prize home entertainment and movie ticket package, plus Netbook computers, American Express Gift Cards and more. Sweepstakes entries will also qualify for a chance to win valuable daily prizes during the first two weeks of the promotion.

Now through October 19, 2009 log-in to www.optimumrewards.com for details on the program and how to enter the “Live The Good Life” sweepstakes for a chance to win the grand prize valued at more than \$4,000 including:

Grand Prize Winner Receives:

- LG 42” LCD HDTV
- Samsung BluRay Player
- Nikon Digital Camera
- Samsung Camcorder
- ASUS Netbook Computer
- Panasonic DECT 6.0 Cordless Phone
- One Year of Free Movie Tickets at Clearview Cinemas
- \$1,000 American Express Gift Card

Ten (10) First Prize Winners each receive:

- ASUS Netbook Computer

Thirty-five (35) Second Prize Winners each receive:

- \$250 American Express Gift Card

Fourteen (14) Daily “Mystery” prizes

- Will be awarded for the first 14 days of the sweepstakes.

“Cablevision is pleased to kick off the Optimum Rewards ‘Live the Good Life’ sweepstakes as we invite customers throughout the region to learn about our innovative customer loyalty program,” said Gemma Toner, Cablevision’s senior vice president of marketing and business development. “With many consumers looking for additional savings opportunities, Optimum Rewards makes it fast and easy to experience immediate benefits while extending the value of our award-winning Optimum services.”

Optimum Rewards is a free program offering qualifying customers who have the Optimum Triple Play 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 Cinemas

locations, ongoing discounts at a variety of top area attractions, the opportunity to win unique experiences and savings from participating retailers.

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. No purchase, subscription or membership necessary to enter or win sweepstakes. Void where prohibited. Sweepstakes starts 8/10/09 and ends 10/19/09. Open to legal residents of NY, NJ, CT and PA, 18 years of age or older. For complete rules, entry details, prize descriptions and terms and conditions visit www.optimumrewards.com.

*Customers currently on a promotion will become eligible for the discount at the end of their promotion period.

About Cablevision

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