



## SUMMERTIME CAN BE SO SWEET!

### *Optimum Reward's HERSHEY PARK "Unique Experience" Contest Offers "Sweet Access" To America's Chocolate Playground*

**BETHPAGE, NY, July 9, 2009** – Optimum Rewards members hoping to satisfy their sweet-tooth can now play the HERSHEY PARK "Sweet Access" Optimum Reward's Unique Experience game for an opportunity to win a "sweet escape" to the world-famous HERSHEY PARK in Hershey, PA.

The HERSHEY PARK "Sweet Access" Optimum Rewards Unique Experience Grand Prize Winner will receive a three-day, two night trip for four, including roundtrip limousine service and luxury hotel accommodations at the Hotel Hershey. Thrill-seekers will enjoy the two-day park passes offering access to more than 60 rides, including a variety of scream-inducing roller-coasters and attractions for kids of all ages.

Now through August 7, 2009, Optimum Rewards members can log-in to [www.optimumrewards.com](http://www.optimumrewards.com) for an opportunity to play to win the grand prize\* valued at more than \$3,500.00 including:

- Two-night stay for four at the Hotel Hershey
- Round trip limousine transportation to Hershey, PA
- Two-day admission passes to HERSHEY PARK and one-day "Sweet Access" Pass
- Sweet Access Passes for HERSHEY PARK include:
  - Five-Hour Personalized Concierge Service inside HERSHEY PARK
  - Unlimited Front-of-Line Ride Opportunity during concierge service (subject to ride availability and does not include Boardwalk attractions)
  - One (1) complimentary Family Photo
  - Complimentary wheelchair and/or stroller usage inside of HERSHEY PARK
  - Premium Seating at all entertainment venues/shows in HERSHEY PARK during concierge service
  - Two (2) Complimentary Games Vouchers for Winner and guests (max. 8)
  - Complimentary souvenir mug w/ unlimited refills (non-alcoholic beverages)
  - Complimentary Sweet Access Meal Plan that includes complimentary lunch voucher\*\*
  - ZOOAMERICA tour with Animal Encounter
  - 15% Discount\*\* on all Food and Beverage purchases at HERSHEY PARK during concierge service
  - 15% Discount\*\* on all Retail locations at HERSHEY PARK during concierge service

Ten Runner-Up Winners each receive:

- Family Four-packs for admission to HERSHEY PARK\*

\*Must be redeemed during the 2009 summer operating season.

\*\*Redeemable at select restaurants for Sweet Access Meal packages

“With summer in full-swing, Optimum Rewards continues to offer new and unique opportunities for members to create lasting memories at top area attractions,” said Gemma Toner, Cablevision’s senior vice president of marketing and business development. “From popular Unique Experience-themed contests like HERSHEY PARK or the Nickelodeon Family Cruise, to day-trips to popular local destinations, Optimum Rewards offers members immediate opportunities to experience savings with no waiting periods or points required.”

Optimum Rewards is a free rewards program offering qualifying customers who have all three Optimum services an automatic monthly bottom-of-the-bill discount. Customers who sign up for 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.

Residential customers who have all three Optimum Services: iO TV<sup>®</sup> service with Family cable and above, Optimum Online<sup>®</sup> and Optimum Voice<sup>®</sup> can quickly and easily sign up for Optimum Rewards membership at <http://www.optimumrewards.com> to learn about member discounts and the complete Optimum Rewards program.

Optimum Rewards program members must maintain iO TV<sup>®</sup>, Optimum Online<sup>®</sup> and Optimum Voice<sup>®</sup> at the required levels. Available to residential accounts in good standing only. Certain restrictions and blackout dates may apply to movie ticket offers. No purchase necessary. Void where prohibited. Purchase will not increase odds of winning. Contest ends August 7, 2009. Open to Optimum Rewards members who are legal residents of NY, NJ, CT or PA, 18 years of age or older. See [optimumrewards.com](http://optimumrewards.com) for official rules, complete prize descriptions, restrictions and terms & conditions of all offers.

### **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<sup>®</sup> digital television, Optimum Online<sup>®</sup> high-speed Internet, Optimum Voice<sup>®</sup> 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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