



**STAY CONNECTED WHILE ON THE GO THIS SUMMER WITH OPTIMUM WIFI –
FREE WIRELESS INTERNET ACCESS FOR OPTIMUM ONLINE® CUSTOMERS
AVAILABLE IN MANY POPULAR SEASONAL DESTINATIONS**

*Enjoy The Convenience of Fast, Free Wireless Internet Access Across the New York
Metropolitan Area, Including The East End Of Long Island And The Jersey Shore*

BETHPAGE, NY – July 1, 2009 – This summer, Cablevision (NYSE: CVC) is reminding its nearly 2.5 million Optimum Online customers that they can enjoy free access to wireless Internet in many popular seasonal and tourist destinations, through the company’s Optimum WiFi service. Optimum WiFi offers fast and reliable wireless internet access that can be used to do things like get directions, access weather reports and travel advisories, find local business and tourist destinations, upload photos, or just stay connected while enjoying summer fun.

Optimum WiFi is the nation’s largest and most advanced WiFi network, spanning thousands of access points, and offering wireless internet capability across the company’s Long Island, Connecticut, Westchester, Greater Hudson Valley and New Jersey service areas. Optimum WiFi is available in downtown areas, near parks and other outdoor locations and on hundreds of commuter rail platforms and station parking lots across the Long Island Railroad, New Jersey Transit, and Metro North.

“This summer, for the first time, Optimum Online customers can take their Internet connections along for the trip when visiting many popular summer locations in Cablevision’s service area, completely for free,” said Kevin Curran, Cablevision’s senior vice president of wireless product development. “Whether Tweeting on a park bench or checking Facebook or e-mail between sunscreen applications, we want our customers to know that the great Internet service they enjoy at home or work from Optimum is now available in the air as well through Optimum WiFi.”

Since its launch in September of 2008, Optimum Online customers have accessed the Internet more than two million times for free over Optimum WiFi, and are averaging more than a million minutes online every day over the network. The service, delivering speeds of up to 3.0 Mbps downstream, is more than twice as fast as many expensive cell phone data plans that can cost upwards of \$100 per month.

Current Optimum Online customers can access Optimum WiFi using laptop computers and portable WiFi-enabled devices like the iPhone, iPod touch and BlackBerry. Consumer electronic manufacturers have embraced WiFi technology, with more than 5,000 different types of devices currently available in the marketplace that are certified to operate over WiFi. At a recent developers conference, Apple® reported that it has sold more than 40 million WiFi-enabled iPhones™ and iPods® thus far. Some BlackBerry® smartphones such as the Curve, Bold, and Pearl can operate over WiFi with cellular service providers such as AT&T, T-Mobile, and Sprint.

Verizon Wireless currently blocks WiFi on most of its customers' smartphones, making it impossible for these customers to take advantage of the speed and convenience of broadly available WiFi.

Optimum Online customers using devices that are enabled with WiFi - the same wireless Internet standard more than half of Cablevision's Optimum Online customers use at home through wireless broadband routers - can access Optimum WiFi through a simple sign-on screen. Once a customer logs into the service by entering their Optimum User ID and password, the network delivers speeds of up to 3.0 Mbps downstream and 1.5 Mbps upstream.

Optimum WiFi is available in the following popular tri-state summer destinations with coverage maps detailing exact locations available at <http://www.optimumwifi.com/>:

Long Island

Long Beach (Also along boardwalk)
Atlantic Beach
Cedar Creek Park (Periphery of park)
Bridgeport & Port Jefferson ferry line
Riverhead
Shelter Island
Greenport
East Marion
Orient

Orient Point Ferry Terminal
Southold
Quogue
Hampton Bays
West Hampton
South Hampton
Sag Harbor
East Hampton
Montauk

New Jersey

Asbury Park
Belmar
Bradley Beach
Lavallette
Manasquan
Point Pleasant Beach*
Red Bank*
Sea Girt
Seaside Heights

Connecticut

Bantam
Bridgeport & Port Jefferson Ferry Line
East Litchfield
Litchfield
Goshen
West Torrington

**Optimum WiFi, in partnership with Comcast, will be available at these locations within Comcast's service area after July 3, 2009.*

Westchester/Greater Hudson Valley

Sleepy Hollow
Cold Spring
Hyde Park

New York City

City Island
Bronx Zoo (Periphery of park)
NY Botanical Garden (Periphery of park)
Van Cortlandt Park (Periphery of park)
Brighton Beach

In addition, information and instruction on Optimum WiFi, with demonstrations at select locations, will be available at the following summer fairs, festivals, and events:

- July 4: Little Falls 4th of July Street Fair, NJ
- July 4: Oceanfest, Long Branch, NJ
- July 9-12: Festival Italiano, Westport, CT
- July 10-12: Great South Bay Music Festival, Patchogue, NY
- July 12: Puerto Rican Parade & Festival, Bridgeport, CT
- July 12: Peruvian Festival of New Jersey, Newark, NJ
- July 19: Columbian Festival, Hackensack, NJ
- July 19: Hicksville Annual Street Fair, NY
- July 24-26: Quick Chek NJ Festival of Ballooning, Readington
- July 26: Lustgarten Walk for Pancreatic Cancer, Old Westbury, NY
- July 28: Marcum LI Workplace Challenge, Wantagh, NY
- July 31-Aug. 2: Summerfest, Sayville, NY
- Aug. 1-2: SoNo Arts Celebration, South Norwalk, CT
- Aug. 8: Emergency Services Canoe Challenge, Massapequa, NY
- Aug. 9: Maywood Summertime Family Funfest, NJ
- Aug. 9: Ecuadorian Festival of Westchester, Croton-On-Hudson, NY
- Aug. 15-16: Bethpage Chamber Summer Festival, NY
- Aug. 15-16: Polish Town Fair 2009: Street Fair and Polka Festival, Riverhead, NY
- Aug. 15: Milford Oyster Festival, CT
- Aug. 16: Ecuadorian Cultural Festival, Bridgeport, CT
- Aug. 23: Brooklyn Dominican Parade & Cultural Festival, NY
- Aug. 29-30: West Indian Parade & Festival, Brooklyn, NY
- Aug. 30: Brighton Jubilee, Brooklyn, NY

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.