



**“KNICKS READ TO ACHIEVE @POWERTOLEARN.COM” KICKS OFF  
2009 SUMMER LITERACY PROGRAM PRESENTED BY KIA MOTORS**

*Knicks Read to Achieve @powertolearn.com is a Partnership Between  
The New York Knicks And Cablevision’s Power to Learn,  
Designed To Promote Reading And Literacy In Tri-State-Area Schools*

**Bethpage, NY – June 30, 2009** – Continuing their efforts to promote reading and literacy, the New York Knicks and Cablevision’s Power to Learn have kicked-off the third annual “Knicks Read to Achieve @powertolearn.com” 2009 Summer Reading Program presented by Kia Motors, Official Partner of the New York Knicks.

Focused on children aged 6-12, the summer reading program is implemented through 12 participating libraries in Connecticut, New York and New Jersey. The literacy program encourages reading through the use of incentives, and will be highlighted by local book giveaways and "read-aloud" events with Knicks alumni at select locations. Additionally, each library will be giving away 60 tickets to a Knicks game to program participants and their families. This summer’s program will be officially launched on Tuesday, June 30, at an event held at the Freeport Memorial Library in Freeport, NY, featuring Nassau County Executive Tom Suozzi and New York Knicks’ great John Starks.

“Kia Motors is pleased to present the Knicks Read to Achieve @ powertolearn.com Summer Reading Program for the third consecutive year, as we appreciate the importance of providing positive reading experiences for children at an early age,” said Tim Chaney, director, marketing, Kia Motors America. “In light of this, we are proud to bring the joy of literacy to young readers throughout the tri-state area.”

“The Knicks look forward to another successful year of the ‘Knicks Read to Achieve @powertolearn.com’ summer reading program. We believe that literacy is an essential ingredient for success and welcome such programs that are geared for children and promote reading in an innovative and engaging way,” said Karin Buchholz, the New York Knicks vice president for community relations and fan development. “We thank Kia Motors for being a dedicated supporter of this program and for their ongoing commitment to education in the community.”

Children participating in the reading program will receive a colorful “Knicks Read To Achieve @powertolearn.com, presented by Kia Motors” poster and earn stickers to measure their progress. When they’ve collected all six stickers, the children will receive t-shirts, a completion certificate, and be eligible to enter into a sweepstakes to win a “NY Knicks Ball Kid Experience.” One lucky sweepstakes winner will join the team for a home game at Madison

Square Garden as an official on-court Ball Kid for the night supporting the team during its pre-game shoot-around, player introductions and for the duration of the entire game. For more information, parents and children can log onto <http://www.powertolearn.com/>.

“For the past 10 years Cablevision has been committed to supporting literacy and education in the communities we serve. Through the Power to Learn initiative, innovative literacy programs, and partnerships such as ‘Knicks Read To Achieve @powertolearn.com’ we have been able to introduce children throughout the tri-state area to the joys of reading – particularly during the summer months when they are out of school and have more time available,” said Trent Anderson, Cablevision’s vice president of education.

In 2007, Cablevision’s Power to Learn developed and launched the inaugural program with the New York Knicks and Kia Motors. Materials were distributed to 12 libraries in the tri-state area for 1,200 children, with four of those libraries hosting read-aloud events with Knicks Alumni John Starks and Charles Smith. At the conclusion of the program, Cablevision’s Power to Learn gave away 800 tickets to Knicks pre-season games.

Participating libraries for Summer 2009 include:

#### **BRONX**

Bronx Library Center, Bronx, NY

#### **BROOKLYN**

Sunset Park Public Library, Brooklyn NY

Gravesend Public Library, Brooklyn, NY

#### **QUEENS**

Queens Library, Jamaica, NY

#### **CONNECTICUT**

South Norwalk Public Library, Norwalk, CT

Milford Public Library, Milford, CT

#### **LONG ISLAND**

Freeport Memorial Library, Freeport, NY

Floyd Memorial Library, Greenport, NY

#### **NEW JERSEY**

Paterson Free Public Library, Paterson, NJ

Johnson Public Library, Hackensack, NJ

#### **GREATER HUDSON VALLEY**

Grinnell Library, Wappingers Falls, NY

Finkelstein Memorial Library, Spring Valley, NY

Power to Learn, Cablevision's signature education initiative, empowers K-12 learning in the tri-state area by making technology in the classroom useful and by facilitating the home-school connection. Power to Learn offers the Optimum Triple Play for Education, providing all schools in Cablevision's service area with the opportunity to receive high-speed Internet, video and voice services to enhance learning. In addition, Power to Learn goes beyond just providing the technology, to offer content, programs and events that integrate technology into learning. Highlights include Internet Smarts, "The Challenge" game show, and [www.powertolearn.com](http://www.powertolearn.com), a free web resource for teachers and parents.

The NBA's New York Knicks basketball team is part of Madison Square Garden, L.P. Cablevision Systems Corporation owns Madison Square Garden, L.P., which includes MSG Network; FSN New York; the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); Radio City Entertainment; the Hartford Wolf Pack (American Hockey League), and the Madison Square Garden arena complex, located in the heart of the New York metropolitan area.

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 630 dealers throughout the United States. For 2008, KMA recorded its 14<sup>th</sup> consecutive year of increased market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

### **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.

###