



Optimum
online

**NEVER LOSE IMPORTANT ELECTRONIC DOCUMENTS,
TREASURED FAMILY PHOTOS, OR EXPENSIVE MUSIC DOWNLOADS AGAIN -
CABLEVISION ANNOUNCES OPTIMUM ONLINE BACKUP**

*New Optimum Online[®] Backup Powered By Carbonite Offers
Secure, Reliable and Easy-To-Use Online Data Backup Solution for Macs and PC's
With 2GB's Of Backup Available For Free For Optimum Online Customers*

BETHPAGE, NY – September 24, 2009 – Cablevision Systems Corp. (NYSE: CVC) today announced the launch of Optimum Online Backup, powered by Carbonite, a secure, reliable and easy-to-use online data backup solution, exclusively for Cablevision's 2.5 million Optimum Online customers. With Optimum Online Backup, customers using either Macs or PC's can protect up to 2 GB of data for free. For customers who prefer more backup capacity, there is an unlimited option currently available for a discounted rate of \$44.95 per year.

Optimum Online Backup is powered by Carbonite Online Backup™, which has received industry acclaim for its simplicity and reliability. Carbonite has been entrusted by customers in more than 120 countries to protect their personal data, and has backed up more than 25 billion files and restored more than 2 billion files since its inception.

“Optimum Online Backup is more robust and a better value than other backup programs offered by other Internet providers in our market, and we expect this new offering to become an important and popular resource for our customers,” said Amalia O’Sullivan, Cablevision’s vice president of consumer product management. “With speeds at up to 15 Mbps downstream for one low monthly rate and additional benefits such as Optimum WiFi, CA's Internet Security Suite Plus, and now Optimum Online Backup, Optimum Online continues to lead the way in value and performance.”

“We’re thrilled to be working with Cablevision to bring data security to its customers,” said Keith Cooper, president and COO of Carbonite. “Online backup is quickly evolving from an optional add-on to an absolute necessity for consumers. The value of the irreplaceable data, documents, photos and music we store on our computers has been grossly taken for granted. With an automated, online backup system in place, Optimum Online customers can have peace of mind that their data is protected.”

Cablevision customers interested in Optimum Online Backup powered by Carbonite can go to www.optimum.net to download the service and get more information. Backup features include:

- **Completely Automatic Functionality** - When the computer is idle, Optimum Online Backup automatically uploads photos, music, documents and other files over the Internet to secure, offsite data centers. Users also have the ability to choose which folders and/or files they wish to back up.
- **Secure and Encrypted to Protect Privacy** – Optimum Online Backup encrypts files before they leave a user’s computer and transmits them over a secure connection to professionally managed, state-of-the-art data centers.
- **Simple Restore Process** – Files backed up with Optimum Online Backup can be easily recovered at anytime. Individual files can be recovered directly from the desktop with just a few clicks, or the entire backup can be restored to a new computer via the online backup website.
- **Unobtrusive Application on the PC or Mac**–Optimum Online Backup is a small program that works in the background, looking for new and changed files that need to be backed up. It is designed to operate undetected when a user is actively using their computer, so it doesn’t interfere with the computer’s performance.

Optimum Online has achieved a broadband market share in Cablevision’s service area of more than 75 percent, and is the most highly penetrated high-speed Internet service in the country, used by more than 52 percent of the homes passed by Cablevision’s fiber rich network. Optimum Online offers high-speed Internet service for the home and small and medium-sized businesses, delivering speeds of up to 15 megabits-per-second (Mbps) downstream and up to 2 Mbps upstream. Optimum Online Boost offers up to 30 Mbps downstream and 5 Mbps upstream, along with advanced configurations and business-grade tools. Optimum Online Ultra delivers the nation’s fastest downstream broadband connections, up to 101 Mbps, exceeding the speeds available from any other cable or telco provider at a significantly lower cost. The vast majority of new Cablevision customers choose the company’s full suite of voice, video and high-speed Internet services, which deliver increased value and features through an increasingly integrated product suite.

Cablevision has deployed Optimum WiFi wireless Internet access in commercial and high-traffic locations across its New York, New Jersey, and Connecticut service areas as a free value-added benefit to Optimum Online customers. Optimum WiFi is the nation’s largest and most advanced WiFi network by geographic coverage, delivering speeds of up to 3.0 Mbps downstream, faster than expensive cell phone data plans that can cost upwards of \$100 per month or more. Optimum WiFi has already been used to connect to the Internet more than four million times, with thousands of new customers discovering the service every week. For more information and detailed coverage maps, visit <http://www.optimumwifi.com>.

About Carbonite

Carbonite’s industry-first offer of unlimited online backup space for a flat, low price revolutionized the market for consumer and small business backup services. Since 2006, the company has backed up more than 25 billion files and has restored more than 2 billion lost files for its customers. Carbonite backs up more than 100 million files every day to high-redundancy

storage servers in its Boston and Somerville, Mass. data centers. There are Carbonite users in more than 120 countries.

Carbonite's mission is to provide an affordable, reliable, secure and easy-to-use backup solution for the mainstream computer user. Carbonite is available on both Windows and Mac.

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.