



**CABLEVISION TO OFFER 24-HOUR VOD PRE-ROLL  
AD INSERTION TO ADVERTISING PARTNERS**

*Offering Will Represent Largest Deployment Of VOD Advertising In A Single Market*

*MSO Will Also Offer Telescoping To Its Entire Service Area  
This Summer, With Disney Parks, U.S. Navy And Newsday As Initial Clients*

**NEW YORK, JUNE 10, 2009** – Cablevision Systems Corp. (NYSE: CVC) announced today that it will begin offering same-day VOD (video on demand) ad insertion across its entire service area later this summer, allowing advertisers to initiate a campaign or swap out existing commercials within a 24-hour period of notification. This represents the largest deployment of VOD advertising in a single market. In a related move, Cablevision also announced it will be providing telescoping across its entire service area, also timed for later this summer.

Specifically, advertisers will be able to place 15- or 30-second pre-roll spots before select VOD content. Advertisers will be able to direct relevant advertising messages to specific viewer segments, based on the VOD content they choose. Cablevision offers more than 6,000 VOD titles, with thousands available to iO TV customers at no charge, and the company's turnaround time for inserting new advertisements in VOD content is the shortest in the industry, less than 24 hours. The 24-hour VOD ad insertion opportunities will include Cablevision's interactive dedicated VOD channels for Optimum Homes, Optimum Autos, Travel, Health and Electronics as well as content in which Cablevision has the right to insert ads.

"The advertising community has been seeking a vehicle that provides greater flexibility and mid-stream course changes in relation to opportunities and market conditions that arise," said David Kline, president and chief operating officer of Rainbow Advertising Sales Corporation, the advertising arm for Cablevision. "We believe this new insertion service is the answer to the industry's ad targeting and turnaround needs."

Cablevision's branded VOD channels provide advertisers with the opportunity to deeply engage consumers via long-form content, polling, photos, RFI capabilities and Cablevision's unique "Talk To Agent" feature, which allows consumers to request an immediate call from the advertiser's customer service representative. Disney Parks, the U.S. Navy and Newsday are the first brands to take advantage of telescoping.

"Cablevision continues to enhance its advanced TV advertising plans by launching innovative solutions to the on demand platform. With the highest digital penetration in the country, our clients demand solutions and Cablevision continues to deliver new ways to engage this ever fragmenting universe," said Craig Woerz, managing partner, Media Storm LLC.

**About Cablevision**

Cablevision Systems Corporation 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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