



## HOW CAN iO TV CUSTOMERS WATCH NINE CHANNELS AT ONCE? iO TV QUICK VIEW MAKES IT POSSIBLE

*Three New Eye-Catching Mosaic Channels Devoted To Kids, News and Sports Allow iO Customers To Experience Nine Programming Services Simultaneously On One Channel, And Easily Navigate Through Whole Genres Of Options*

**BETHPAGE, NY, October 27, 2009** – Cablevision Systems Corp. (NYSE: CVC) today announced the successful launch of iO TV Quick View, three new channels available to all iO TV digital cable customers with a set-top box – each of which feature a mosaic of nine different channels devoted to kids, sports or news programming. The new channels provide comprehensive one-stop access to whole genres of popular programming.

“Our focus in the development of iO TV Quick View has been on discoverability and helping our customers find the perfect program to watch. With so many channels to choose from, this new enhancement allows us to present current options in a number of popular programming categories, literally at a glance,” said Patrick Donoghue, Cablevision’s senior vice president, strategic product development. “And the end result is a visually beautiful presentation with easy navigation both within the mosaic and to the specific channels being spotlighted.”



“This is another in a continuing array of product enhancements that differentiate our cable television service and deliver additional value to our customers,” said Gary Schanman, senior vice president, video product management. “We believe iO TV Quick View channels are going to be a popular destination for our customers, and this new offering is consistent with our long history of making the nation’s most highly-penetrated digital cable television service even better and more valuable.”

Located on channel 670, the Kids Quick View channel features simultaneous picture box views of Disney Channel, Cartoon Network, Nickelodeon, Boomerang, Discovery Kids, Disney XD, Nicktoons, Nick Jr. and Kids Thirteen.

On channel 671, the News Quick View channel features News 12, News 12 Traffic & Weather, MSNBC, CNBC, CNN, Fox News Channel, CNN Headline News, Bloomberg TV and BBC World News.

Channel 672 is home to the Sports Quick View, featuring MSG, MSG+, YES Network, ESPN, ESPN2, Speed Channel, Golf Channel, SportsNet NY and Versus.

The audio of whichever specific channel box is highlighted is activated for the viewer, and it is easy to tune to specific channels via the Select button. Viewers can tune back to the mosaic view through the “last” or “B” buttons on the remote. The service is delivered through technology developed by ActiveVideo Networks.

### **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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