



## **CABLEVISION SIGNIFICANTLY EXPANDS FREE VIDEO ON DEMAND LINEUP WITH PROGRAMMING FROM EIGHT POPULAR NETWORKS**

*iO TV® Gives Consumer More Entertainment Options With Hundreds of Free VOD Programs At No Additional Cost*

**BETHPAGE, NY, July 7, 2009** – Cablevision Systems Corp. (NYSE: CVC) today announced the significant expansion of the Free Video On Demand (VOD) library available to iO TV customers with the addition of content from eight leading cable programmers. Offering a broad slate of viewing options ranging from science fiction and news to cartoons and history, the Free On Demand content is available starting this week to customers across Cablevision's entire New York metropolitan service area.

Included in the Free On Demand expansion are top shows and more from SyFy (formerly Sci Fi Channel), A&E, The History Channel, Cartoon Network, Adult Swim, Boomerang, CNN, and TruTV.

"Cablevision is pleased to increase the entertainment options available to our customers through the addition of quality On Demand programming from these leading cable networks," said Gary Schanman, Cablevision's senior vice president of video product management. "Customers continue to embrace iO TV's revolutionary time-shifting capabilities which offers greater control and more choice over their home entertainment experience."

Free On Demand programming is accessible at no additional charge to digital customers with a set-top box through the Free On Demand menu on the iO TV user interface. All of Cablevision's On Demand titles are presented in crystal clear quality with DVD-like functionality including the ability to pause, fast-forward and rewind through the remote control.

With more than 2.8 million iO TV customers, more than 91 percent of Cablevision's cable customers are iO TV digital cable customers, the highest digital penetration in the nation. iO TV offers customers access to more than 400 channels, including 53 premium movie channels, 46 channels of commercial-free digital music, more than 6,000 titles available on demand at all times, an interactive programming guide, more than 100 high-definition programming services and uniquely valuable and relevant interactive television applications including News 12 Interactive. Viewing high-definition programming generally requires a high-definition cable box or CableCARD and an HD-ready television set. Transactional HD VOD titles are available starting at \$4.95.

**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.

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