

**CABLEVISION ANNOUNCES 2009 PRICING**

*For Sixth Consecutive Year, No Price Change For Top-Rated Optimum Online®  
High-Speed Internet And Optimum Voice® Digital Phone Products*

*Optimum Triple Play, Company's Most Popular Offer, Remains Below \$90 Per Month,  
Average Cable Television Prices To Increase 3.5 Percent*

**BETHPAGE, NY – October 29, 2008** – Cablevision Systems Corp. (NYSE: CVC) today announced 2009 pricing for the cable television, high-speed Internet access and phone services it provides to residential and business customers in the New York metropolitan area over its fiber optic network, which passes 4.7 million homes and hundreds of thousands of businesses.

Standard pricing for Cablevision's Optimum Online high-speed Internet service and Optimum Voice digital phone service will remain unchanged in 2009, the sixth consecutive year without a price increase for these top-rated products, which continue to win customer satisfaction awards and lead the nation in consumer acceptance. Cablevision's average cable television price adjustment for 2009 will be an increase of 3.5 percent, once again below the rate of inflation. Cablevision continues to take costs out of its business, for the benefit of its customers. New cable television prices will take effect over the next few months, depending on a customer's specific location and billing cycle.

Cablevision has continued to build additional value into its video, phone and Internet services, including an initiative to deploy wireless Internet access (WiFi) across its service area as a free enhancement for Optimum Online high-speed Internet customers, the introduction of advanced features like Caller ID on the TV, and the significant expansion of free video on demand (VOD) programming and high-definition channels, with 65 free HD services now available to iO TV digital cable customers.

"In a competitive marketplace, Cablevision remains by far the best choice and value for television, phone and Internet service, because of the superiority of our products, our simple and straightforward pricing – without contracts or hidden fees – and the advanced technology we deliver to our customers," said John Trierweiler, the company's senior vice president of product management. "We are pleased to announce the sixth year in a row without any price increase for our award-winning phone and high-speed Internet services, a continuation of Optimum Triple Play pricing that has remained unchanged since this popular offer was introduced in 2004, and an average cable television price adjustment that is once again below the rate of inflation."

For the second year in a row, Optimum Voice received the highest rating in residential telephone customer satisfaction in Cablevision's service area in a 2008 study by J.D. Power and Associates, and both Optimum Voice and Optimum Online received top honors in their respective categories for 2008 in PC Magazine's annual Reader's Survey.

Over the past year, Cablevision has:

- Added 24 new free high-definition channels, including HGTV HD, Food Network HD, ESPN2 HD, CNN HD, AMC HD, Animal Planet HD, FOX News HD, Nickelodeon HD, The Weather Channel HD, Travel Channel HD, WE tv HD, MTV HD and FX HD, all without the extra fees Cablevision's competitors charge for high-definition equipment and/or HD programming packages.
- Significantly expanded the amount of free VOD available to iO TV customers, adding nearly 2,000 free VOD titles, including popular new categories featuring programming from Discovery, Discovery Kids, TLC, Travel Channel, Food Network, HGTV, Music Choice, Planet Green, The N, Noggin, The Golf Channel, Versus, BET, Comedy Central, MTV and VH1.
- Launched a two-year deployment of WiFi access in commercial and high-traffic locations across its service area, as a free value-added enhancement for Optimum Online high-speed Internet customers. Earlier this month, Cablevision announced that it had already activated Optimum WiFi across Long Island and throughout the company's Connecticut and Westchester/Dutchess county service areas – the largest and most advanced consumer WiFi network in the nation, based on geographic coverage.
- Surpassed 500,000 registered members in the Optimum Rewards customer loyalty program. In addition to an automatic bottom-of-the-bill discount, Optimum Rewards offers members a wide variety of attractive and valuable benefits, including free movies every Tuesday at all Clearview Cinemas locations, significant savings on movie tickets anytime, ongoing discounts at a variety of top area attractions, special ticket offers to great events and shows at Madison Square Garden and Radio City Music Hall, and the opportunity to win unique once-in-a-lifetime experiences.
- Introduced Caller ID on the TV, which allows iO TV customers who also subscribe to Optimum Voice to conveniently view incoming call information on the television set, with billions of Caller ID messages sent to iO TV customers already.

Cablevision provides cable television service to more than 3.1 million customers in the New York metropolitan area, with more than 89 percent having chosen the company's iO TV digital cable service, the highest digital penetration in the country. It provides Optimum Online high-speed Internet service to more than 2.4 million customers, more than 51 percent of the homes passed by its fiber optic network, and Optimum Voice service to nearly 1.8 million customers, more than one third of the local phone market.

Nearly two-thirds of Cablevision customers take more than one of the company's video, voice and Internet products, and more than 60 percent of new customers take all three when first establishing service, under the Optimum Triple Play offer, which has been in effect since 2004 and gives both new and existing cable television customers the opportunity to subscribe to all three Optimum services for just \$29.95 per month, per service, for 12 months.

### **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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