



CABLEVISION STATEMENT ON VERIZON ADVERTISING

BETHPAGE, NY, August 11, 2015 – Cablevision Systems Corporation issued the following statement on developments related to its ongoing advertising litigation with Verizon.

“Verizon continues its efforts to block Cablevision from setting the record straight and we will challenge Verizon’s claims, not only through the legal system but also in the court of public opinion.

The judge ruled that Cablevision could continue to advertise that the Optimum WiFi network is a better data network than Verizon’s service, and that the Optimum WiFi network offers a faster experience than cellular.”

Cablevision provided the following points related to the judge’s recent decisions.

- The judge did not rule that Cablevision must cease all anti-FiOS ads. The judge’s order is limited to Cablevision’s assertion that Verizon is a "liar" or tells "lies" or the like, and is temporary.
- The judge ruled in his preliminary injunction that Cablevision was not barred from continuing to advertise that Optimum WiFi is a better data network than Verizon's service.
- Additionally, Cablevision is not barred from advertising that the Optimum WiFi network offers a faster experience than cellular.

The facts are:

- Verizon has no public WiFi network.
- Cablevision has more than 1.3 million hotspots in the tri-state area.
- Verizon’s in-home routers are not faster than Optimum Smart Routers and cost Verizon customers hundreds of dollars while Optimum’s routers are free.

About Cablevision Systems Corporation

Cablevision Systems Corporation (NYSE: CVC) is a leading media and telecommunications company, serving millions of households and businesses throughout the greater New York area. Providing quality products that keep customers connected, Cablevision offers Optimum-branded digital cable television, high-speed Internet and voice services as well as Optimum WiFi, the nation's most robust WiFi network. Cablevision’s Lightpath subsidiary is a premier provider of integrated business communications solutions for larger companies. Through its local media and programming properties – News 12 Networks and Newsday Media Group – Cablevision also delivers news and information created specifically for the communities it serves. Additional information about Cablevision is available at www.cablevision.com.

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Contacts:

Lisa Anselmo / 516-279-9461 / lanselmo@cablevision.com