

FOR IMMEDIATE RELEASE

**EMMY AWARD-WINNING ACTOR BRYAN CRANSTON,
NY KNICKS COACH MIKE D'ANTONI, NY RANGERS SCOTT GOMEZ AND
NEWS 12 ANCHORS JODI APPLGATE AND COLLEEN MCVEY TO APPEAR IN NEW
CUREPC PSA CAMPAIGN TO RAISE AWARENESS OF PANCREATIC CANCER**

*Cablevision and The Lustgarten Foundation Launch New PSA Series Featuring
Cablevision Celebrities as Part of Ongoing Awareness Campaign*

BETHPAGE, N.Y. April 28, 2009 – Cablevision Systems Corporation (NYSE: CVC) and The Lustgarten Foundation today announced the launch of a new series of Public Services Announcements, featuring well-known Cablevision celebrities, as part of curePC, the ongoing public awareness campaign in the fight against pancreatic cancer. The new series includes AMC's Emmy award-winning "Breaking Bad" star Bryan Cranston, New York Knicks Coach Mike D'Antoni, New York Rangers alternate captain Scott Gomez and News 12 anchors Jodi Applegate and Colleen McVey. The PSAs are designed to raise awareness of pancreatic cancer, the country's fourth leading cause of cancer death, promote the important work of The Lustgarten Foundation and encourage the public to "join the fight" against this deadly disease, while underscoring the unique commitment of Cablevision and its family of assets.

The new PSA series includes four 30-second spots and corresponding print ads, which will be released beginning in April and run over the course of 2009. The spots will air throughout the New York area on Cablevision's cable television system and at Cablevision's Clearview Cinemas, as well as on Cablevision's national networks, AMC and WE tv. The print ads will appear in Cablevision's print assets, including *Newsday*, *AM New York* and team publications. The PSA featuring Bryan Cranston began airing this month.

- "Bryan Cranston" – Set in a production studio, the spot emphasizes that no drama comes close to the stark reality of pancreatic cancer – with a just a four percent survival rate, it's the most lethal cancer there is
- "Mike D'Antoni" – In a locker room setting, Coach D'Antoni underscores that we must work as a team to beat pancreatic cancer, which has a survival rate that hasn't changed in more than 25 years
- "Scott Gomez" – In a spot that alternates between color and black and white, Scott conveys that teamwork and research are the keys to beating pancreatic cancer, which currently has no early detection, no prevention and no cure
- "Jodi Applegate/Colleen McVey" – Amidst a television studio, the spot relays the news about pancreatic cancer – that more research is needed, with just two percent of federal cancer funding directed at the country's fourth leading cause of cancer death
- Each spot also highlights the important work of The Lustgarten Foundation and the unique support of Cablevision, sounding a call to action for the public to become involved in this urgent fight

The new PSA series extends the depth and breadth of the curePC campaign, which already includes Public Service Announcements featuring actors Matthew Modine, William Hurt, and former President Jimmy Carter.

"The curePC campaign is playing a key role in elevating the public's awareness of pancreatic cancer and the critical need for more research funding," said Kerri Kaplan, executive director, The Lustgarten Foundation. "We appreciate the willingness of these high profile members of the Cablevision family to become so personally involved in supporting our efforts. There's no question their involvement will allow us to reach a much broader audience more effectively, and hopefully, motivate the public to join our urgent fight."

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Bryan Cranston, Scott Gomez, Mike D'Antoni, Jodi Applegate, Colleen McVey in curePC Campaign/2

About the curePC Campaign

The Lustgarten Foundation and Cablevision Systems Corporation, a leading media and entertainment company, together launched curePC, a public awareness campaign in support of the fight against pancreatic cancer, America's fourth leading cause of cancer death. The campaign is made possible through the support of Cablevision, who has made a multi-year commitment to underwrite all of The Lustgarten Foundation's administrative costs to ensure that 100 percent of every dollar donated to the Foundation will go directly to pancreatic cancer research. Cablevision also has committed to using its high-profile media and entertainment assets – which include everything from its cable television systems, print publications and Web sites to movie theatres and entertainment venues – to ensure that more people know about pancreatic cancer and The Lustgarten Foundation's efforts in the fight against this deadly disease. Visit www.curePC.org to learn more.

About The Lustgarten Foundation and Pancreatic Cancer

Pancreatic cancer is swift and silent, often undetected until it's too late. More than 34,000 people die from it each year. Of those diagnosed with pancreatic cancer, less than four percent survive five years and most with advanced cancer die within a year. It is the fourth leading cause of cancer deaths in the United States.

The Lustgarten Foundation, based in Bethpage, New York, is America's largest private foundation working solely on pancreatic cancer research. Cablevision underwrites 100% of the Foundation's administrative costs on a multi-year basis so that all funding goes directly to supporting scientific research, facilitating dialogue within the medical and scientific community, and raising public awareness of the disease. The Foundation today provides critical support in the search for better diagnostics and treatment of pancreatic cancer, and to date has provided \$20 million to more than 110 research projects at some of the world's most prestigious medical and research centers. This year the Foundation will provide nearly \$4 million for research, almost double its grant total for 2008, largely due to Cablevision's financial support. To learn more, visit www.lustgarten.org.

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 LLC. 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. For more information, visit the company's website at www.cablevision.com.

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