



## **CABLEVISION AND THE PARTNERSHIP FOR A DRUG-FREE AMERICA® LAUNCH PUBLIC SERVICE EFFORT TO FIGHT TEEN DRUG AND ALCOHOL USE**

*"The Teen Brain & The World of Drugs & Alcohol" On-Demand Video Premieres Today*

**NEW YORK, NOVEMBER 18, 2008** – Cablevision Systems Corp. (NYSE: CVC), a leading media and entertainment company, and the nonprofit Partnership for a Drug-Free America® are proud to announce the premiere of a new Video On Demand (VOD) public service effort to help parents communicate the risks of drugs and alcohol to teens with just a couple clicks of the remote. Cablevision's Advanced Platform initiative develops and launches VOD television, branded content executions, interactive television, Internet and other digital opportunities for the advertising community and is proud to extend its platform to the effort with Partnership for a Drug-Free America.

The Partnership provides information and resources for parents to communicate the dangers of drugs and alcohol to their children and to find help and treatment for family and friends in trouble. The new VOD segment, "The Teen Brain & The World of Drugs & Alcohol," can be accessed free of charge by Cablevision's digital video subscribers with a digital set-top box in the New York metropolitan area by visiting the Market Showcase, located on Channel 601. The video is available beginning today.

"Much in the same way advertisers utilize our robust, interactive VOD platform to engage consumers, we are enabling parents to view a very important video on the best ways to talk with their children about drugs and alcohol," said Barry Frey, senior vice president of Cablevision's Advanced Platform Sales. "The Partnership for a Drug-Free America unites parents, renowned scientists and communications professionals to help families raise healthy children and Cablevision is proud to help The Partnership reach the widest audience possible with this vital message."

"Parents are the most powerful influencers in the decisions their kids make, including choices about drugs and alcohol," said Steve Pasierb, President and CEO of the Partnership. "The teen years are notoriously challenging for parents, but that's when it's most important for kids to hear the truth about the risks of drugs and alcohol from their parents. We're grateful to Cablevision for helping us reach millions of parents with the information they want and need to help keep their kids safe."

### **About Cablevision**

Cablevision Systems Corporation 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 service, 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.

### **About The Partnership for a Drug Free America**

The Partnership for a Drug-Free America is a nonprofit organization that unites parents, renowned scientists and communications professionals to help families raise healthy [drug-free kids](#). Best known for its research-based national public education programs, the Partnership motivates and equips parents to

prevent their children from using drugs and alcohol, and to find help and treatment for family and friends in trouble. Learn more at [drugfree.org](http://drugfree.org).

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