



## **Optimum Select Advertising Partners Coverage Report**

### **“Cablevision’s Interactive Ads Click With Four Marketers”**

Todd Spangler, Multichannel News, October 20, 2009

### **“Cablevision Touts New Advanced Ad Product “Optimum Select” Used by Gillette, Unilever”**

Glen Dickson, Broadcasting & Cable.com, October 20, 2009

### **“Cablevision Rolls Out Optimum Select”**

Anthony Crupi, Mediaweek, October 20, 2009

### **“Cablevision Pushes Interactive Ads”**

Ryan Lawler, Contentinople, October 20, 2009

### **“Cablevision launches Optimum Select”**

Television Business Report, October 20, 2009

### **“Cablevision Runs New iTV App”**

David Goetzl, MediaPost-Media Daily News, October 20, 2009

### **“Cablevision Signs Up High-Profile Brands for its New Optimum Select Interactive TV Advertising Service”**

Tracy Swedlow, ITVT, October 21, 2009

### **“Advertising”**

CableFAX Daily, October 21, 2009

### **“Cablevision Launches Interactive Advertising Platform”**

NYConvergence, October 21, 2009

### **“Cablevision Intros Optimum Select”**

Anthony Crupi, Adweek, October 21, 2009

### **“Cablevision Unveils New Interactive Ad Format”**

Brian Steinberg, AdAge, October 21, 2009

### **“Cablevision’s Interactive TV Ads Pay Off for Gillette”**

Zachary Rodgers, ClickZ, October 21, 2009