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MSG VARSITY AND THE NEW YORK CHAPTER OF THE NATIONAL ACADEMY OF TELEVISION AND ARTS AND SCIENCES TO HONOR LOCAL HIGH SCHOOL STUDENTS

MSG Varsity V Awards to Celebrate Student-Produced Television Content

BETHPAGE, N.Y., March 24, 2010 — MSG Varsity and The New York Chapter of the National Academy of Television Arts and Sciences (NY NATAS) have teamed up to present the first-ever MSG Varsity V Awards. This award is designed to celebrate high school student achievement for the original content they produce for television and to foster the next generation of broadcast professionals.

Open for all high school students in Cablevision's service area, MSG Varsity V awards will be awarded in nine categories – News, Sports, Arts & Entertainment, Best Original Production, Sports – Full Game, Editing, Writing, Sports/News Reporter and Best Overall School Coverage. The Best Original Production category will be a viewer's choice category – videos of the nominees will be posted on msgvarsity.com and the winner will be chosen by online voting.

Entries will be judged by television, production and broadcasting industry professionals from MSG Varsity and NY NATAS. Each winning high school will receive a \$5,000 grant and each of the winners will receive trophies and be featured in a one-hour special airing this June on MSG Varsity, Cablevision's iO TV (Channel 14).

"We are proud to announce our partnership with the New York Chapter of the National Academy of Television Arts and Sciences," said Theresa Chillianis, General Manager, MSG Varsity. "Student created content and participation is a key factor to the success of MSG Varsity and NY NATAS shares our vision to inspire student creativity and recognize these amazing storytellers."

"It's our privilege to partner with MSG Varsity on this student initiative," said Jacqueline Gonzalez, Executive Director, of the New York Chapter of the National Academy of Television Arts and Sciences. "This unique program creates a platform to recognize student excellence and encourage the artistic and technically proficient creation of content. Together we will cultivate students' abilities to craft and tell poignant stories."

The submission deadline for the MSG Varsity V Awards is May 7, 2010. For more information and for the official rules and submission form, please go to www.msgvarsity.com.

About MSG Varsity

MSG Varsity is a multi-platform suite of services comprised of: a 24/7 television network, a comprehensive online destination, and a groundbreaking interactive service, all dedicated to high school sports, academics and activities happening throughout the tri-state area. Content for these services includes MSG Varsity's professionally produced programming as well as content created by the high schools themselves. Working in partnership with MSG Varsity, students and faculty are given extraordinary access to curriculum and training in multimedia creation and distribution, empowering them to become active participants in telling their school's stories. MSG Varsity is a Cablevision exclusive service not available to satellite or phone company TV subscribers and reaches three million households throughout the New York market. For more information, please visit www.msgvarsity.com.

About The New York Chapter of the National Academy of Television of Arts and Sciences (NY NATAS)

NY NATAS, founded in 1955, is the preeminent membership organization serving all media professionals in the television industry by offering career enhancing events and networking opportunities. NY NATAS conducts activities that cultivate and promote understanding of, appreciation for, and public interest in the arts, crafts and sciences of television. NY NATAS fosters creativity and inspires artistic and technical excellence through the renowned Emmy® Award, the most prestigious honor and most coveted peer-recognition symbol of distinction in television. NY NATAS continues to evolve playing a vital role in recognizing outstanding content in our changing industry. As distribution platforms have expanded to include broadband and portable devices NY NATAS now honors television the art form regardless of the delivery platform. For more information, please visit www.nyemmys.org.

About Cablevision

Cablevision Systems Corporation is one of the nation's leading telecommunications, media and entertainment companies. In addition to its Optimum-branded cable, Internet, and voice offerings, the company owns and operates News 12 Networks, MSG Varsity and Newsday Media Group. Cablevision's assets also include Rainbow Media Holdings LLC and its programming and entertainment businesses, AMC, IFC, Sundance Channel, WE tv and IFC Entertainment, as well as Clearview Cinemas. Additional information about Cablevision is available on the Web at www.cablevision.com.

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