

NEWS FROM



1111 Stewart Ave.  
Bethpage, NY 11714

CONTACTS: Jim Maiella  
(516) 803-3947

Marie Stenberg  
(516) 803-2352

**CABLEVISION’S GOT GAME – iO® DIGITAL CABLE CUSTOMERS CAN NOW PURCHASE INDIVIDUAL INTERACTIVE GAMES FOR A DAY OF UNLIMITED PLAY**

*New “Play Per Day” Option Makes Popular ASTEROIDS™, TETRIS® And Slingo® Games Available For 24 Hours At A Price Of Just \$1.95 Per Game*

**BETHPAGE, NY – April 4, 2005** – Cablevision Systems Corporation (NYSE:CVC) has extended its leadership position in delivering interactive subscription games by offering its iO digital cable customers the ability to purchase individual games for 24 hours of unlimited play for just \$1.95 per game. This new “play per day” option features such popular branded games as TETRIS®, ASTEROIDS™ Mega, Slingo® Millennium and Five Card Slingo® Millennium.

In partnership with Pixel Play Inc., a new company formed by the acquisition of Pixel Technologies by PlayTV, and Zone4Play (ZFPI.OB), Cablevision is the first multi-channel video provider in the nation to offer these enormously popular games through the television. This flexible “play per day” gaming option and new titles join the more than 50 other games that are available through the iO Games existing subscription games packages, Variety, Casino, Arcade and Logic, each of which offer an exciting assortment of games for a package price of \$4.95 per month.

“Our iO Games offering has become enormously popular with iO customers, who are currently playing more than 1.25 million games per month,” said Patrick Donoghue, Cablevision’s vice president of interactive television development and operations. “As a supplement to our existing games packages, we believe many customers will appreciate the flexibility of this new format, and particularly the ability to play these highly popular and branded games for the first time on television. Like our ability to offer on demand programming, the extensive array of interactivity available through iO is a key competitive advantage over satellite providers.”



Play per day games currently available include:

- **ASTEROIDS™ MEGA** - the newest version of Atari's arcade masterpiece. Play in *classic* mode for retro fun or try the all-new Mega mode with new weapons, waves and action!
- **TETRIS®** - the world's most popular videogame. Three classic variations of this completely addictive and deceptively simple game.
- **Slingo® Millennium** - one of the most popular games on the Internet with the now "classic" combination of slots and bingo. Try to accumulate the highest number of points by covering the game card in twenty spins or less while avoiding the point-stealing Devil.
- **5 Card Slingo® Millennium** - try to build 12 simultaneous hands of poker! A poker lover's dream come true. Rack up big points in just five poker hands with this challenging combo of Poker and Slots.

"We are extremely excited to be working with Cablevision to provide classic arcade games for their interactive television platform," said Ron Chaimowitz, CEO of PixelPlay. "Cablevision's play per day subscription offering provides digital subscribers with the unique ability to pick and choose the games they want, when they want. We are pleased to make notable brands such as Tetris and Asteroids available to Cablevision's broad customer base in a new and exciting interactive format."

"We are honored to work with Cablevision to provide the most advanced interactive television services deployed to date in North America," said Idan Miller, SVP Marketing and Sales for Zone4Play. "We believe this is an industry milestone that will enable the next wave of ITV games services and are committed to delivering the most innovative ITV applications to the marketplace."

In the coming weeks Cablevision plans to make additional individual games available on a play per day basis. iO Games customers can compare their performance with other players by posting scores on common leader boards available for every game and visible across Cablevision's service area. Free demonstrations of all iO Games are available. Customers in some areas may be required to exchange their digital cable box to receive certain iO Games and packages.

iO Games can be accessed through the iO main menu or on channel 610. Using the unique iO auto-upgrade feature, customers can instantly purchase all "play per day" games and games packages directly through the television by using a remote control and following on-screen prompts.

With nearly 1.5 million iO customers at the end of 2004, more than 50 percent of Cablevision's cable customers are iO digital cable customers, the highest digital penetration in the nation. iO offers customers access to more than 200 channels, including 50 premium movie channels, 45 channels of commercial-free digital music, more than 1,200 titles available on demand at all times, an interactive programming guide, 16 high-definition programming services and groundbreaking interactive television applications including iO Games.

### **About Cablevision**

Cablevision Systems Corporation is one of the nation's leading entertainment and telecommunications 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: Interactive Optimum digital television offering, Optimum Online high-speed Internet service, Optimum Voice digital voice-over-cable service, and its Lightpath integrated business communications services. Cablevision's Rainbow Media Holdings LLC operates several successful programming businesses, including AMC, IFC, WE and other national and regional networks. In addition to its telecommunications and programming businesses, Cablevision is the controlling owner of 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, and owns and operates Clearview Cinemas. Additional information about Cablevision Systems Corporation is available on the Web at [www.cablevision.com](http://www.cablevision.com).