



CABLEVISION EXTENDS LEADERSHIP IN INTERACTIVE GAMES ARENA THROUGH LAUNCH OF NEW "HITS GAME PAK" ON iO® GAMES

Sixth Comprehensive Package Available to Digital Cable Customers Through iO Games Includes Five Popular Branded Games for Just \$4.95 per Month

BETHPAGE, NY - April 10, 2006 - Cablevision Systems Corporation today announced that it has extended its leadership position in offering its digital cable customers compelling interactive games by adding a sixth comprehensive package to its iO Games offering: Hits Game Pak. Developed in partnership with PixelPlay, the new package features popular branded games such as ASTEROIDS™ MEGA, CENTIPEDE™ MEGA, PILEUP!™, CHAINZ and SUDOKU. iO digital cable customers have unlimited access to all five games included in the Hits Game Pak For a monthly subscription of \$4.95.

"It's very exciting to see the success and popularity of our iO Games service attracting some of the most popular brands in games," said Patrick Donoghue, Cablevision's vice president of digital television and broadband development. "iO Games launched in 2004 with a five-game Variety Pak, and since then the number of games available to our customers has increased to more than 60 in six distinct packages and with many also available through our flexible play-per-day option. Our iO digital cable customers are now logging more than 200,000 gaming hours per month, and we will continue to expand our offering and find new ways to appeal to the gamers in our growing customer base."



iO Games now offers six comprehensive interactive games packages, including Hits Game Pak, Variety Pak, Arcade, Casino, Sesame Street and Logic Pak, in addition to a Play Per Day option that gives customers the ability to purchase select individual games for 24 hours of unlimited play.

“PixelPlay is pleased to launch its exclusive branded games on Cablevision’s innovative and cutting edge iO Games service” said Ron Chaimowitz, CEO, PixelPlay. “The Hits Game Pak will continue to expand with more of the most well-known casual game titles, which are ideal for the interactive television experience.”

The Hits Game Pak includes:

- **ASTEROIDS™ MEGA:** Atari’s most popular arcade game comes home. The object of Asteroids is to survive. Your ship is stuck in an asteroid belt. Wave after wave of deadly asteroids will come after you. Destroy them before they make contact with you.
- **CENTIPEDE™ MEGA:** You are the archer. You must protect your garden from the Centipede - a vile creature that snakes his way through the field of mushrooms. The Centipede has brought along several deadly friends including fleas, spiders, and scorpions
- **CHAINZ:** Puzzle lovers, prepare for a truly unique puzzle challenge with Chainz. Puzzle lovers, prepare for a truly unique puzzle challenge with Chainz. Connect colorful chains, and create fantastic chain-reactions for bonus points. Play at your own pace in Normal mode, or beat the clock in Time Attack. Simple game controls and energized colors make Chainz a delight for your whole family.
- **PILEUP!™:** Drop balls on the pile to make groups of four or more to clear them. Use WhirlyBombs and WeaselBombs to blast the ScrewBalls and StoneBlockers.
- **SUDOKU:** Another great puzzle game is Sudoku. Find out what everybody is talking about by playing this simple, addictive game of logic. Solve the mystery of the number grid with reasoning and patience.

iO Games packages are available to all iO digital cable customers for \$4.95 per month, Play-Per-Day games cost \$1.95 each for 24 hours of unlimited play. 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 iO Games packages directly through the television by using a remote control and following on-screen prompts. Customers in some areas may be required to exchange their digital cable box to receive iO Games. For more information about iO Games or the new Hits Game Pak, please visit channel 610 or www.io.tv.

iO Games customers can compare their performance with other players by posting scores on common leader boards visible across Cablevision’s service area. Free demonstrations of select iO Games are also available. Customers in some areas may be required to exchange their digital cable box to receive certain iO Games and packages.

With more than 2 million iO customers, two-thirds 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, 18 high-definition programming services and groundbreaking interactive television applications including subscription games packages.

About PixelPlay

PixelPlay www.pixelplay.com is the leading provider of interactive entertainment services and technology for emerging platforms including ITV, IPTV, the "broadband internet" and mobile devices worldwide. The Company creates and distributes games featuring many top brands including Centipede™, Missile Command®, Asteroids™, Monopoly®, Scrabble®, Boggle®, Yahtzee™, and popular children's brands such as Little Bear® and Reader Rabbit®. These notable brands combined with PixelPlay's JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allow the company to provide highly profitable entertainment services to MSOs and wireless carriers.

About Cablevision

Cablevision Systems Corporation is one of the nation's leading entertainment and telecommunications companies. Its cable television operations serve 3 million households in the New York metropolitan area. The company's advanced telecommunications offerings include its iO: Interactive Optimum digital television, Optimum Online high-speed Internet, Optimum Voice digital voice-over-cable, 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 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, and owns and operates Clearview Cinemas.

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Contacts:

Jim Maiella
(516) 241-7999
jmaiella@cablevision.com

Marie Stenberg
(917) 375-4790
mstenber@cablevision.com

Jonathan Boltax
212-989-4580
jonathanb@pixelplay.com