



Optimum Lightpath Launches Data Center Connectivity Services

Ethernet Rapidly Becoming Technology of Choice to Meet Critical Data Center Needs

JERICHO, NY, July 22, 2008 – Optimum Lightpath, an industry leader in providing advanced Ethernet-based communications services over its Intelligent Enterprise Network, today announced the launch of its Data Center Connectivity Services. Optimum Lightpath’s Data Center Connectivity Services are specifically designed to support a range of storage hosting and backup services to clients, including Business Continuity Disaster Recovery (BCDR), Remote Replication, Backup and Recovery, Data Center Storage Area Network, and Disk and Transaction Mirroring.

Optimum Lightpath’s Data Center Connectivity Services are delivered over a highly intelligent, reliable and secure fiber optic network, providing a separate and diverse alternative to the traditional phone company network. This network diversity is important to businesses and data center companies seeking storage hosting and backup services, as it ensures protection of data in the case of a network interruption.

“Data storage has become a critical issue impacting every market segment, and every business, regardless of size. Off-site data centers are a growing component of most enterprise data management architectures due to disk storage prices falling, and the reliability, administrative issues and costs of tape backup systems continuing to plague IT shops,” said Dave Pistacchio, Executive Vice President and General Manager, Optimum Lightpath. “With the launch of our Data Center Connectivity Services, we’re proud to provide our clients the type of flexible bandwidth – low latency communications needed to remain on plan with their Data Center connectivity initiatives.”

Many businesses operate in highly regulated industries, such as financial services, healthcare and government. With zero tolerance for downtime, these organizations require extremely reliable mission-critical Data Center services. A host of state and industry regulators are now urging, and in some cases requiring, the development of business continuity plans to ensure the backup, protection and recovery of data on a long-term basis. Ethernet is rapidly becoming the technology of choice to address these critical data center needs, because of its ability to provide transparent connectivity over the wide area.

“We just did a recent survey of network managers,” said Cindy Borovick, IDC research VP for datacenter networks. “The result? A resounding cry to move to Ethernet. It looked like the respondents were going to triple their investment over the next several years.”

Optimum Lightpath is already partnering with data center service providers such as Blue Hill Data Services, Inc., a BPO Management Services Company, Cervalis, [Continuity Centers](#), Data Storage Corporation, mindSHIFT Technologies and Xand. Testimonials can be viewed at: www.optimumlightpath.com/ourApproach_testimonials.shtml.



“The most complicated part of delivering the remote Data Center solutions that Cervalis offers to the marketplace is getting and staying connected. The high reliability and availability of Optimum Lightpath’s point-to-point Ethernet connectivity solution is essential to our business,” said Mike Boccardi, president and CEO, Cervalis. “By partnering with Optimum Lightpath we can now access the more than 2,800 lit buildings its network touches in the tri-state area, which has effectively opened the door to additional customers; that’s a significant value add to Cervalis. We look forward to continuing to work with Optimum Lightpath’s Data Center Connectivity Services.”

Businesses interested in learning more about these new services and all of Optimum Lightpath’s services can visit www.optimumlightpath.com or call 1-877-LIGHTPATH.

About Optimum Lightpath

Optimum Lightpath, a division of Cablevision Systems Corporation (NYSE: CVC), is an industry leader in providing advanced Ethernet-based data, Internet, voice, video transport solutions and managed services to businesses across the New York metropolitan area. Optimum Lightpath’s Intelligent Enterprise Network is a highly reliable, resilient and scalable fiber-to-the-business-premises network extending more than 2,750 route miles and is connected to over 2,800 buildings. Exclusively focused on meeting customer needs in the world’s largest business market for 20 years, Optimum Lightpath has been continually recognized for its high level of customer service. For 10 straight years, the New York State Public Service Commission has given Optimum Lightpath its Commendation of Excellence. Optimum Lightpath has received many industry awards for innovation and leadership. For more information, visit www.optimumlightpath.com.

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 TVSM digital television, Optimum Online® high-speed Internet, Optimum Voice® digital voice-over-cable, and its Optimum Lightpath integrated business communications services. Cablevision's Rainbow Media Holdings LLC operates several successful programming businesses, including AMC, IFC, WE tv 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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Media Contacts:

Jennifer Moritz
Zer0 to 5ive for Optimum Lightpath
917-748-4006

Charlstie Laytin
Cablevision
516-803-2357

Gregory R. Tellone
Continuity Centers
516-942-7900