



P.O. Box 1989  
Fort Lee, NJ 07024 USA  
ph: 201.242.9460  
fx: 201.363.9241  
ws: www.shalomtv.com

FOR IMMEDIATE RELEASE  
December 7, 2012

## **OPTIMUM LAUNCHES THE SHALOM TV CHANNEL**

*The Shalom TV Channel Features Daily News Directly From Israel and Analysis of Events Affecting the Jewish Community Here, In Israel and Around the World.*

Cablevision Systems Corp. (NYSE: CVC) today announced the addition of the new Shalom TV Channel to Optimum's comprehensive line-up. Shalom TV, available on channel 138, is America's Jewish television network with a strong array of shows covering the panorama of Jewish life and of interest to everyone.

Shalom TV programming addresses everyone with a sense of Jewish identity and those seeking their roots. Televised offerings resonate with anyone who has a passion for learning and a desire to gain a greater understanding of Jewish tradition, Jewish life and the land of Israel. Viewers can tune-in to daily news from the Israel Broadcasting Authority, timely interviews with the leading personalities in the Jewish world, live call-in programs, Friday evening Sabbath services and Jewish children's programming every morning and afternoon.

"We are excited that the new Shalom TV Channel is premiering on Optimum," said Shalom TV President and Executive Producer Rabbi Mark S. Golub, a long-time resident of Fairfield, County, Connecticut and Optimum customer. "Many people have long thought there should be a quality Jewish channel on American television, especially at a time when events are so volatile and when people have a profound thirst for expanding their horizons. We are pleased that with this launch, now more than 43 million homes have access to this network."



"We are connecting our customers to the world around them by delivering meaningful, informative programming, and we are pleased to add the Shalom TV Channel to our compelling line-up. The network features unique news, public affairs, culture and entertainment shows that reach viewers of every age," said Bradley Feldman, Cablevision's vice president of video product management.

Shalom TV Channel viewers also get access to cultural performances from the stage of the renowned 92nd Street Y and the opportunity to learn to read Hebrew or study a page of Talmud as part of Shalom TV's array of Jewish Studies programs. Every Friday evening, the Shalom TV Channel broadcasts live Sabbath services from Central Synagogue in Manhattan. Additionally, original entertainment series on Shalom TV include "From Date To Mate," "Muzika," "Jewish NYC" and weekly movies in Shalom TV's unique "Jewish Film Festival."

The Shalom TV Channel is available to Optimum's residential customers with the Optimum Economy, Value, Preferred, Silver and Gold Packages. Customers must have a cable box or CableCARD to receive the Shalom TV Channel.

Already a successful On Demand television network throughout the country, Shalom TV On Demand may also be found on Optimum's Free VOD, channel 502, in "News & World."

Cablevision's award-winning digital cable service, Optimum TV, offers customers access to hundreds of channels, including more than 50 premium movie channels, 46 channels of commercial-free digital music, thousands of titles available on demand at all times, an interactive programming guide, more than 120 free high-definition programming services and uniquely valuable and relevant local content through News 12, MSG Varsity and their companion interactive television applications.

###

**About Cablevision** Cablevision Systems Corporation is one of the nation's leading media and telecommunications companies. In addition to delivering its Optimum-branded cable, Internet, and voice offerings throughout the New York area, the company owns and operates cable systems serving homes in four Western states. Cablevision's local media properties include News 12 Networks, MSG Varsity and Newsday Media Group. Cablevision also owns and operates Clearview Cinemas. Additional information about Cablevision is available on the Web at [www.cablevision.com](http://www.cablevision.com).

**About Shalom TV** Shalom TV, a national free Jewish television network devoted to Jewish public affairs and Jewish culture, offers a full time channel and its long-running On Demand service. The Network can be seen in more than 140 cities, in more than 43 million homes, including virtually every major Jewish market in the United States. Distributing television providers include Antietam Cable, Armstrong Cable, Atlantic Broadband, Blue Ridge Communications, Bright House Networks, Buckeye CableSystems, Cablevision, Click! Cable TV, Comcast, Cox Communications, Frontier Communications, GCI, Hotwire Communications, MetroCast, RCN, Service Electric Cablevision, Service Electric Cable TV, Time Warner Cable, Verizon FiOS and WOW! Studios are located in Fort Lee, NJ and Manhattan. Information on the English-language Network, including the program schedule, is available [www.shalomtv.com](http://www.shalomtv.com).