



## **CABLEVISION ADVANCED PLATFORM SALES SIGNS BERMUDA TOURISM TO INTERACTIVE VOYAGE.TV CHANNEL**

### *Island Taps Power and Engagement of VOD to Promote its Beauty and History During 400<sup>th</sup> Anniversary Celebration*

**NEW YORK, AUGUST 11, 2009** – The island of Bermuda will be the latest travel destination to be featured as part of Cablevision’s interactive and on demand advertising television platform delivering luxury travel information and programming to Cablevision’s digital cable viewers. The Bermuda experience content will appear on Voyage.tv (iO TV® Channel 608), Cablevision’s Market Showcase and will also utilize Cablevision’s Power :30® commercials which will allow consumers to interact with the TV advertising by telescoping directly from thirty-second spots to Bermuda Tourism content.

Beginning in August, a series of original long form videos produced by Voyage.tv highlighting the many attractions and activities that have made Bermuda one of the world’s most sought after travel destinations – including its stunning pink sand beaches, turquoise waters, snorkeling and wildlife – and will be available to Cablevision’s digital cable viewers. Videos include insights regarding the unique fragrances blended at the Bermuda Perfumery, what ingredients go into making a tasty “dark and stormy,” the origin of the Bermuda shorts, why St. George’s is so famous, what’s inside the Crystal Caves and lots more on cricket matches, vibrant reefs and spa treatments.

“Through our work with Bermuda Tourism, its advertising agency GlobalHue New York as well as our partner, Voyage.tv, our customers will now have the ability to discover the rich and beautiful history of this island, interact with content on the television and request travel information with the click of the remote control,” said Barry Frey, Executive Vice President of Cablevision Advanced Platform Sales. “We have established a proven track record of success working with a wide variety of leading travel and tourism advertising partners including Aruba Tourism, Disney Parks, Sea World, Israeli Tourism, Massachusetts Office of Travel and Tourism, Lake George and Discovery Cove and are pleased to add Bermuda Tourism to this prestigious group.”

Using their set top box’s remote control, Voyage.tv channel visitors are greeted with an attractive, easy-to-navigate home-screen that allows them to select from various Bermuda video options. Consumers can also request brochure materials on Bermuda tourism and vacation plans through a simple drop-down menu featuring a pre-populated personal request for information (RFI) screen.

“Cablevision’s unique Voyage.tv viewing experience will allow Americans to ‘virtually visit’ many of Bermuda’s venues and experience traditions that have been part of our 400-year history,” said Dr. the Hon. Ewart F. Brown, JP, MP, Bermuda’s Premier and Minister of Tourism and Transport. “The data tell us that once people sample the Bermuda tourism product they are motivated to visit us again and again. Cablevision’s interactivity provides the opportunity for potential travelers to sample what we have to offer without leaving their homes. We think a video sample of sun-toasted pink sand shorelines, exciting culture and riveting heritage is enough to transform Voyage.tv viewers into Bermuda vacationers.”

“We're very pleased to work closely with Cablevision, whose insight, innovative technology, and understanding of the Voyage.tv business model helps us create a highly engaging consumer platform on its iO network,” said John Pasmore, President of Voyages North America Inc. “We're also excited to have the Bermuda Department of Tourism embrace Voyage.tv, which puts our original signature programming in the living rooms of Cablevision households.”

Voyage.tv, launched earlier this year, joined a series of niche VOD channels that Cablevision has successfully launched over the past several years, including Optimum Autos (channel 605), Optimum Homes (606), Health Channel (614) and CNET TV (607). [Cablevision Advanced Platforms](#) has developed and implemented branded interactive VOD channels for a number of leading global brands including Disney Vacations, U.S. Navy, Dove Chocolate, General Motors, BMW and Sony Corporation. Featuring long- and short-form video, polling, photos and other information that engages, entertains and educates consumers; the VOD channels encourage viewers to learn more about how to incorporate these brands into their daily lives.

#### **About Cablevision**

Cablevision Systems Corporation (NYSE: CVC) is one of the nation's leading media and entertainment 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 TV<sup>®</sup> digital television, Optimum Online<sup>®</sup> high-speed Internet, Optimum Voice<sup>®</sup> digital voice-over-cable, and its Optimum Lightpath integrated business communications services. Cablevision operates several successful programming businesses, including AMC, IFC, Sundance Channel and WE tv, through Rainbow Media Holdings LLC, and serves the New York area as publisher of Newsday and other niche publications through Newsday Media Group. In addition to these 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, the Beacon Theatre, and the Chicago Theatre, and owns and operates Clearview Cinemas.

#### **About Voyage.tv**

Voyage.tv's Signature Programming presents a diverse range of lifestyle interests in vibrant high-definition about emerging and established luxury destinations. Voyage.tv is available both online at [www.voyage.tv](http://www.voyage.tv) and Cablevision's iO TV<sup>®</sup> Channel 608.

###

#### **Press Contacts:**

Charlstie Laytin  
Cablevision  
516-803-2357  
[claytin@cablevision.com](mailto:claytin@cablevision.com)

Don Ciaramella  
The Lippin Group  
212-986-7080  
[don@lippingroup.com](mailto:don@lippingroup.com)