

WINTHROP-UNIVERSITY HOSPITAL LAUNCHES WINTHROP HEALTHTV ON CABLEVISION



Winthrop-University Hospital has teamed up with Cablevision System Corp. to launch an interactive video on-demand television channel offering 24/7 health-related content to Cablevision's nearly three million viewers in New York, New Jersey and Connecticut. Winthrop HealthTV, which recently launched on Optimum TV channel 652, provides viewers with around-the-clock health and wellness content, including videos from Winthrop's leading medical experts on specific health conditions as well as information about a wealth of community programs, classes and events at Winthrop.

"People are growing increasingly health conscious and with that, they want – and need – vital health information at their fingertips at all times," said John F. Collins, President and CEO of Winthrop. "Winthrop is proud to work with Cablevision to provide an important avenue through which they can have constant access to valuable information from members of our expert medical team on a range of important health topics."

"We saw this as an excellent opportunity to extend our brand and communicate a broad range of health and wellness messages," added Ed Keating, Vice President of Marketing, Advertising and Public Relations at Winthrop.

Going forward, Winthrop plans to provide regular content updates in order to ensure viewers have the most up-to-date information and resources at their disposal. The channel's interactive format enables viewers to navigate through available content to select and view information on the topics that they are most interested in. Current health topics include cancer, cardiovascular health, pediatrics, women's health, diabetes and sleep medicine, among others.

"We are excited to team up with Cablevision to launch Winthrop Health TV. This opportunity provides a unique way to not only connect with our existing patients, but to also introduce Winthrop to those who may not be familiar with us," added Frank Adamo, Director of Marketing, Advertising and Public Relations at Winthrop. "The flexibility that this platform offers will enable us to do some innovative things as we evolve the channel."

"An array of organizations and advertisers offer specialized content through dedicated, branded, interactive on demand channels, and we are pleased to add Winthrop University Hospital to this line-up. Winthrop TV will bring unique health and wellness video and content to Optimum TV customers, bringing a resource that delivers health information to those who seek it out," said J. Brian Gault, Executive Vice President of Local Ad Sales for Cablevision. "With the launch of Winthrop TV,

customers have access to research on a wide range of topics including cancer, diabetes, pediatrics, neuroscience and many others.”

About Winthrop-University Hospital

Founded in 1896 by a group of local physicians and concerned citizens, Winthrop-University Hospital is Long Island’s first voluntary hospital. The university-affiliated medical center and New York State-designated Regional Trauma Center offers sophisticated diagnostic and therapeutic care in virtually every specialty and subspecialty of medicine and surgery.

Winthrop has earned many prestigious accreditations, including designations as a New York State (NYS) Stroke Center and NYS Regional Perinatal Center, and is known across the State for its excellent outcomes in interventional cardiology and cardiac surgery. In addition to its leading cardiology and specialty care services such as Orthopaedics, Winthrop boasts several specialized Centers that are dedicated to Cancer Care, Digestive Disorders, Family Care including Women’s and Children’s Health Services, Lung Care and Neurosciences. Winthrop was also recently accredited by the Joint Commission for Inpatient Diabetes Care, the first major teaching hospital in New York State to achieve this significant recognition.

Patient care, academics and research are the three components of Winthrop’s mission. Because research is so essential, Winthrop has initiated the creation of a new four-floor, 95,000-square-foot Research and Academic Center which will house basic science research, clinical/translational research, outcomes research, medical education classrooms and support services. The project is expected to be completed in late 2014.

For more information about Winthrop-University Hospital, visit www.winthrop.org or call 1-866-WINTHROP.

About Cablevision

Cablevision Systems Corporation (NYSE: CVC) is a leading media and telecommunications company, serving millions of households and businesses throughout the greater New York area. Providing quality products that keep customers connected, Cablevision offers Optimum-branded digital cable television, high-speed Internet and phone services as well as Optimum WiFi, the nation’s most robust wireless Internet network. Cablevision’s Lightpath subsidiary is a premier provider of integrated business communications solutions for larger companies. Through its local media and programming properties – News 12 Networks, Newsday Media Group and MSG Varsity – Cablevision also delivers news and information created specifically for the communities it serves. Additional information about Cablevision is available at www.cablevision.com.