



****MEDIA ADVISORY****

Philippe Cousteau Joins Atlantis Marine World and Cablevision's Optimum Rewards Program to Celebrate Discovery Channel's SHARK WEEK

WHAT: Philippe Cousteau, grandson of the legendary Captain Jacques-Yves Cousteau, will be getting up close and personal with Atlantis Marine World's sharks during their Shark Week Live! Celebration on Saturday, July 25.

In honor of Discovery Channel's 22nd annual SHARK WEEK (kicks off on August 2), come see Philippe dive with sharks at 1:30 PM, then stick around for the 2:30 PM sea lion show, which will include Philippe speaking about the importance of ocean conservation.

Philippe will be available for media interviews between 2 and 2:30 PM.

WHO: Discovery Channel, Atlantis Marine World and Cablevision's Optimum Rewards Program

WHEN: 1:30-3 PM on Saturday, July 25, 2009

WHERE: Atlantis Marine World
431 East Main Street, Riverhead, NY 11901

WHY: Because SHARK WEEK has become an annual rite of summer, and what better way to celebrate than a fun-filled day at Atlantis Marine World with Discovery Channel and Cablevision's Optimum Rewards program.

CONTACT: Johanna Zucarro, Atlantis Marine World
631-926-5332 or jzucaro@amwny.com

Additional Information about Philippe Cousteau:

Philippe Cousteau is the son of Jan and Philippe Cousteau Sr., and the grandson of Captain Jacques-Yves Cousteau. As a member of the legendary family, Philippe is continuing the work of his father and grandfather by educating the public about environmental and conservation issues, and inspiring individuals to become better stewards of our water planet. Philippe was named Chief Ocean Correspondent for Animal Planet in 2006, where he is creating a series of ocean documentary programs. He is also president of EarthEcho International, a non-profit environmental education and conservation organization founded by Philippe and his sister Alexandra in memory of their father.

Additional Information about Discovery Channel's SHARK WEEK:

Discovery Channel's 22nd Annual SHARK WEEK, cable's longest-running event, will feature six premieres this year. Kicking off the week on Sunday, August 2, 2009, at 9 PM is BLOOD IN THE WATER, a gripping two-hour drama that brings to life the true story that inspired *Jaws*. Also new this year: Find out if sharks behave any differently during the day than at night; what makes certain areas of the world shark attack "hot spots"; and

what still puzzles scientists about the most feared shark of them all — the great white. The week will be rounded out by some of the most popular and memorable programs from past years.

Additional Information 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® digital television, Optimum Online® high-speed Internet, Optimum Voice® 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.

Additional Information About Atlantis Marine World Aquarium

Atlantis Marine World (AMW) opened in Riverhead, NY on June 15, 2000, as the first large-scale Aquarium to open in New York State in more than 35 years.. Situated on 3.2 acres along the Peconic River, AMW is open from 10:00am to 5:00pm daily (closed December 25). General Admission Rates are \$18.50 (plus tax) for Children 3 – 17 and Seniors 62+; \$21.50 (plus tax) for Adults 18 – 61; Children 2 and under are always free at AMW. Atlantis Marine World was recently ranked by Parents Magazine as one of the “Top Aquariums for Kids.” AMW is also the home of The Riverhead Foundation for Marine Research and Preservation, New York's only authorized marine mammal and sea turtle rescue and rehabilitation center. Additional information can be found at www.atlantismarineworld.com.

###