

September 22, 2026



Optimum Announces \$14M Network Investment to Bring Fastest Internet Speeds to East Brunswick and South River, New Jersey

Customers will have access to symmetrical fiber internet speeds of up to 8 Gbps, giving families and businesses more speed and capacity for everything they do online

Optimum Mobile services currently available to customers across the state of New Jersey

EAST BRUNSWICK & SOUTH RIVER, N.J.--(BUSINESS WIRE)-- Optimum today announces the planned deployment of its 100% fiber-to-the-home network in East Brunswick and South River, New Jersey, which will enable thousands of residents and businesses to enjoy the company's fastest internet speeds, TV and phone services for the very first time. Optimum Mobile services have already launched to customers in both markets and remain widely available across the Optimum footprint.

Residents and businesses in East Brunswick and South River will benefit from the fastest and most reliable internet speeds in the state as well as best gaming experience – accolades awarded by Ookla® Speedtest®¹ – so they can stay connected to the things that matter most to them.

"Optimum's dedication to New Jersey goes far beyond delivering fast and reliable internet. We are committed to empowering our communities by investing in state-of-the-art connectivity and supporting schools, local businesses, and organizations that shape each neighborhood," said Elton Hart, Vice President, General Manager of Optimum Tri-State. "As we expand our fiber network into East Brunswick and South River, we look forward to partnering with residents, businesses, educators, and community leaders to ensure everyone has access to the resources and opportunities they need to succeed – not just today, but well into the future."

"We are thrilled to welcome Optimum's investment in our communities," said Mayor Brad Cohen. "Expanding access to high-speed fiber internet is vital for residents, schools, and businesses, ensuring everyone has the tools and technology to learn, work, and grow. We look forward to seeing the positive impact this expansion will bring – connecting our neighborhoods and empowering our future."

Optimum expects to begin offering fiber internet services in East Brunswick and South River by early 2027.

Optimum's Commitment to New Jersey

Optimum currently serves nearly 300 communities across the state of New Jersey,

delivering internet, mobile, TV, and phone services to hundreds of thousands of customers.

In 2025, Optimum announced a [\\$40M investment to expand services](#) into communities such as Woodbridge, Clark, Linden, Carteret, and more. The company has invested hundreds of millions of dollars over the past several years, upgrading its network across the state with 100% fiber technology, which has enabled the delivery of symmetrical internet speeds of up to 8 Gig.

Optimum has also seen significant increases in customer satisfaction metrics among its customer base in New Jersey, a testament to the company's commitment to delivering positive experiences and keeping customers at the center of all it does through improvements to its various care and support channels.

As part of Optimum's commitment to making a positive impact in New Jersey, the company participates in programs with organizations such as *DonorsChoose*, *FIRST*[®], and local *Boys & Girls Clubs* to further support the education and STEM learning of area students. Optimum plans to bring those same values to its work in communities throughout East Brunswick and South River by participating in and sponsoring local events. The company is dedicated to upholding its initiatives in additional areas in the coming months, ensuring the communities benefit from enhanced connectivity and support.

Additional Information

For more information on Optimum's products and services, local residents can visit nearby Optimum stores in Parlin and Edison, call 866.9.OPTIMUM or visit [optimum.com](https://www.optimum.com).

Store Information

Parlin, NJ

Address: 1028 US Route 9 South Parlin, NJ 08859

Hours: Monday – Saturday 9 a.m. – 7 p.m.; Sunday 12 p.m. to 5 p.m.

Edison, NJ

Address: 561 US Route 1 South Edison, NJ 08817

Hours: Monday – Saturday 10 a.m. – 8 p.m.; Sunday 12 p.m. to 5 p.m.

Additional Optimum retail locations in New Jersey can be found [here](#).

¹*Based on analysis by Ookla[®] of Speedtest Intelligence[®] data for fixed median download speeds, consistency score, game score, NJ, Q1-Q2 2026. Ookla trademarks used under license and reprinted with permission.*

About Optimum

Optimum Communications, Inc. (NYSE: OPTU) is one of the largest broadband communications and video services providers in the United States, delivering broadband, video, mobile, proprietary content and advertising services to approximately 4.2 million residential and business customers across 21 states through its Optimum brand. We operate Optimum Media, an advanced advertising and data business, which provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. We also operate News 12, which is focused on delivering best-in-class

hyperlocal news content.

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