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Optimum Announces Extra TV and Everything TV, Two New Video Packages That Provide More Choice, Value and Flexibility, Ushering in a New Era for Optimum TV

Extra TV Features 125+ Channels Offered at \$85/Month; Everything TV Features 200+ Channels Offered at \$140/Month

NEW YORK--(BUSINESS WIRE)-- Optimum is ushering in a new era for Optimum TV with the announcement of *Extra TV* and *Everything TV*, two new video packages that provide customers with more choice, flexibility and value when choosing their desired TV content. Launching on November 4, these packages come on the heels of the company's introduction of *Entertainment TV*, a low-cost, high-quality internet streaming TV package, earlier this year.

Together, *Entertainment TV*, *Extra TV*, and *Everything TV* make up Optimum's modern video model, bringing to life the new vision of Optimum TV, which helps break conventional all-or-nothing options to better provide content geared toward customers' unique and modern viewing preferences.

Now, Optimum customers will be able to choose from TV packages tailored to their taste and family's needs, add à la carte content for more of what they love, and enjoy their perfect lineup of live TV and apps – all in one place through Optimum Stream, Optimum's premier video experience.

- **Entertainment TV:** Priced at \$30/month, *Entertainment TV* features 80+ top-rated channels, including A&E, AMC, Comedy Central, Discovery Channel, Food Network, Game Show Network, Great American Family, HGTV, Lifetime, Nickelodeon, Paramount Network, TLC, and We TV, available both live and On Demand. With *Entertainment TV*, customers can watch entertainment, lifestyle and reality TV favorites, plus access award-winning local news content from Optimum's News 12 service, the preeminent hyperlocal news source across the New York tri-state area, all exclusively on Optimum Stream.
- **Extra TV:** Priced at \$85/month, *Extra TV* features 125+ top-rated channels, including ABC, Bravo, CBS, CNN, Disney Channel, ESPN, FOX News Channel, NBC, USA Network, and more, both live and On Demand, accessible through Optimum Stream and all other traditional cable boxes. With *Extra TV*, customers can watch live news and national sports, plus a collection of entertainment channels for the whole family.
- **Everything TV:** Priced at \$140/month, *Everything TV* features 200+ top-rated

channels, including Starz Encore, FX Movie Channel (FXM), and Turner Classic Movies (TCM), as well as action-packed sports channels like NFL Network, YES, SNY, MSG Network, and more, both live and On Demand, accessible through Optimum Stream and all other traditional cable boxes. With *Everything TV*, customers can view all content found on both *Entertainment TV* and *Extra TV*, including live news, entertainment channels, and national sports, with the addition of regional sports content and more for the ultimate TV viewing experience.

“Over the last year, we’ve been on a mission to transform Optimum’s TV products and experiences for our customers. From expanding availability of Optimum Stream to introducing new and innovative TV packages that offer options catered to our customers’ unique viewing preferences, this unwavering commitment has led us into a new era for Optimum TV, offering customers even more choice, flexibility and value when choosing their TV content,” said Leroy Williams, EVP, Chief Growth and Innovation Officer at Optimum. “Recently, we launched the first installment of Optimum’s new video model with *Entertainment TV*, and now, we are thrilled to introduce *Extra TV* and *Everything TV* as two video solutions for customers looking to broaden their channel lineup – together making a complete portfolio of diversified video packages available through Optimum TV. At Optimum, we remain hyper-focused on putting our customers at the center of everything we do, and we will continue to innovate and evolve our video offerings to ensure we provide the best possible viewing experiences for consumers.”

Evolution of the Optimum Stream Experience

The upcoming launch of *Extra TV* and *Everything TV* marks the latest additions to the Optimum Stream experience as the company continues to expand the service’s availability in markets across the country. Through Optimum Stream, customers can enjoy a seamless entertainment experience, which brings together live TV alongside access to thousands of other streaming apps available for download through the Google Play Store, all accessible through a customer-friendly interface and compact, sleek device.

Since introducing the Optimum Stream device, the company has been committed to further improving and enhancing the Stream experience by soliciting customer feedback and implementing solutions to increase stability and performance. This month, Optimum simplified the Stream experience to make it more intuitive for customers. With improved navigation, the new Optimum Stream interface now seamlessly integrates the Optimum TV product, including Live TV that customers know and love, with their favorite streaming apps all in one convenient user experience. This allows easy access to customizable settings, DVR, On Demand and more, and is one of many new solutions that the company plans to bring to customers, with additional Stream features and improvements on the horizon.

Optimum Stream remains available to all Optimum Internet customers across the company’s service areas in New York, New Jersey, and Connecticut, and the company is continuing to expand the offering to nearly 1.5 million homes across markets in its West footprint this year, including Arkansas, Arizona, California, Louisiana, Missouri, North Carolina, Oklahoma, Texas, and West Virginia.

Get Total Connectivity with *Entertainment TV*, *Extra TV* or *Everything TV*

Optimum customers can unlock additional savings when bundling *Entertainment TV*, *Extra*

TV or *Everything TV* with Optimum Mobile services, available at a variety of service levels and price points to meet the bandwidth and data needs of every consumer. Optimum Internet comes with whole home WiFi coverage with Smart WiFi for seamless streaming, working, gaming, and more, and built-in security, as well as 24/7 tech support. The company's Optimum Mobile service is delivered over America's most award-winning 5G network and offers plans starting as low as \$15 per month per line.

More information on *Extra TV* and *Everything TV* will be available starting November 4, and for those looking for additional information on *Entertainment TV* or Optimum Stream, new and existing customers can visit optimum.com/tv or call 866.9.OPTIMUM.

About Optimum

Optimum is a brand of Altice USA, 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 4.7 million residential and business customers across 21 states. The company operates Optimum Media, an advanced advertising, and data business, which provides audience-based, multiscreen advertising solutions to local, regional, and national businesses and advertising clients. Altice USA also offers hyper-local and international news through its News 12 and i24NEWS networks.

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