

## **New Optimum Business Benefits Offer From Digital Insurance Simplifies Health Care For Small Business Owners:**

Optimum Business Customers Gain No-Fee Consulting For Healthcare Benefit Management

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Cablevision Systems Corp. (NYSE: CVC) announced today a new offer in the Optimum Business Benefits program from Digital Insurance Inc., the nation's leading employee benefits agency specializing in insurance for small businesses and mid-sized companies. Digital Insurance helps navigate the complexities of health care reform by providing free consulting and ongoing service for eligible Optimum Business customers who need cost-effective health insurance for their businesses, a process that can often be overwhelming for small business owners.

Optimum Business Benefits members now have no-fee access to licensed, professional benefits consultants to help them manage the health care and employee benefits process. The offer includes expert consultative services and strategic planning to comply with health care reform, cost effective benefits designed for small business needs, including medical, dental, disability, life, vision and long-term care, and extensive online benefits compliance support.

“Health insurance is constantly changing and a large responsibility for small business owners who have countless demands on their time,” said Annette Bechtold, senior vice president of operations for Digital Insurance. “We serve as an employee benefits advisor, to take the confusion out of making key benefits decisions, providing the most cost effective health care and employee benefits plans customized for each small business’ goals and budget. The Optimum Business Benefits program is an ideal partnership for Digital Insurance – we both serve as a small business advocate, committed to helping small businesses thrive.”

The offer from Digital Insurance includes:

- **No-Fee Consultations:** Access to licensed, professional consultants who can help small business owners pick the right health insurance for their business, answer questions and provide ongoing proactive service for compliance and industry reforms and regulations.
- **Insurance Discounts:** 5-15% savings off quoted prices for life, short- and long-term disability & dental insurance from Sun Life.
- **Extensive Online Benefits Compliance Support and Employee Wellness Management:** High-level customer service provided to keep small businesses informed of government compliance updates and benefits reviews as well as a free online employee wellness management center for the business’ employees.

“We surveyed more than 500 small business customers in an effort to understand their specific challenges, and health care was a top concern,” said Stephanie Anderson, vice president of

commercial marketing for Cablevision. “We partnered with Digital Insurance to help demystify the process for our customers and remove the complexity involved in the health care plan selection and enrollment process. We are thrilled to offer this resource through the Optimum Business Benefits program as our customers evaluate or seek out new health insurance and benefits options.”

The Optimum Business Benefits program provides enhanced value for Optimum Business customers that subscribe to both Optimum Voice and Optimum Online. The program is designed to provide unparalleled access to mission-critical business tools to help small businesses run more smoothly, efficiently and cost-effectively. Digital Insurance joins Cablevision’s existing alliance partners: ADP, CardWorks, Citrix Online, FedEx, Network Solutions and US Business Technology.

To enroll, qualified Optimum Business customers can visit the Optimum Business Benefits website, <http://www.OptimumBusinessBenefits.com>, which includes a detailed landing page that explains the program, vendors and registration process. Members will be asked to input their Optimum ID and then will gain immediate access to the offers from the Optimum Business Benefits program.

Designed for small-and medium-or home-based sized businesses that require high-speed Internet and voice communications, Optimum Business provides bottom-line benefits like predictable flat rate pricing and highly reliable voice and data services. The Optimum Business offering includes Optimum Online and Optimum Voice for \$29.95 per month each the first year when combined for new customers.

To learn more about Optimum Business, including features, benefits and more, please visit <http://www.optimumbusiness.com>.

### **About Cablevision**

Cablevision Systems Corporation is one of the nation's leading telecommunications, media and entertainment companies. In addition to delivering its Optimum-branded cable, Internet, and voice offerings throughout the New York area, the company owns and operates cable systems serving homes in four Western states. Cablevision’s local media properties include News 12 Networks, MSG Varsity and Newsday Media Group. Cablevision's assets also include Rainbow Media Holdings LLC and its programming and entertainment businesses, AMC, IFC, Sundance Channel, WE tv and IFC Entertainment, as well as Clearview Cinemas. Additional information about Cablevision is available on the Web at <http://www.cablevision.com>.

### **About Digital Insurance**

Digital Insurance is the nation's leading employee benefits agency specializing in insurance for small businesses and mid-sized companies. The firm's national footprint, technology, resources and benefits expertise help customers control costs and simplify the health care journey. Digital levels the playing field for employers and employees, delivering the same advantages

experienced by large organizations. Respected for its industry leadership and responsive service by knowledgeable professionals, the privately owned company's innovative solutions empower customers to navigate the complexities of health care reform and guide individuals to become better health care consumers.

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