



FOR IMMEDIATE RELEASE

AMC ATTRACTS KEY ADVERTISER WITH POPULAR *DATE NIGHT* PROGRAMMING BLOCK

*Chase Returns to the Network to promote Chase Freedom with
Date Night feature, NATIONAL LAMPOON'S VACATION starring Chevy Chase*

New York, NY, October 3, 2006 — AMC, basic cable's premiere destination dedicated to movies and movie culture, announced today a key advertiser has signed on to support the network's popular *Date Night* programming block. Chase [NYSE: JPM] returns to the network to promote the Chase Freedom around the *Date Night* feature film NATIONAL LAMPOON'S VACATION, starring Chevy Chase and Beverly DeAngelo.

Airing every Monday at 8PM EST/PST, *Date Night* offers the audience a movie where, between the feature film and commercials, viewers witness fellow movie-lovers seek true love, by speed dating other film fanatics, with the hope of finding their perfect movie match. As a part of the sponsorship agreement, the newly launched rewards card, Chase Freedom, receives on-air integration via prize segments, tagged tune-ins, and billboards. They also receive online presence that includes logo, link, and banner advertisement at amctv.com. The Chase prize segment promotes Chase Freedom in conjunction with awarding movie tickets to the winning Date Night couple.

"For the past two years, AMC's *Date Night* franchise has been attracting advertisers by providing unique value with customized integrated packages that brand their messages with our core audience of movie lovers," said Arlene Manos, president, Rainbow National Network Advertising Sales. "At AMC, our programming formula couples valuable iconic movies with cinematic original content, affording us the ability to serve our advertisers increasing record ratings in every day part, each year, since 2002."

On Monday, October 9th AMC's Date Night will feature NATIONAL LAMPOON'S VACATION (1983), a movie about the Griswold family as they set out to spend their vacation driving cross-country from Chicago to what they hope is the trip's pinnacle in Walley World on the West Coast. The trip, planned down to the minute by the family father, Clark, played by Chevy Chase, continually runs into instances of bad luck. Towards the end of the unpleasant vacation, the Griswolds finally make it to Walley World, only to find out the park is closed for maintenance.

AMC's commitment to the original programming genre has garnered substantial ratings growth for the network. The record breaking premiere of AMC's first original movie-event, *Broken Trail*, ranked as the #1 cable telecast of 2006 to-date, and helped establish June 2006 as the network's strongest monthly performance ever in primetime household rating and delivery. Additionally, AMC ranked among the top ten networks in primetime performance of key demos for the month, propelling the network to its strongest 2nd quarter performance ever in primetime household ratings and delivery.

Source: Nielsen Media Research. 12/26/05-6/26/06 Rank on HH Rtg, HH delivery (000) among all individual telecasts on all ad-supported cable networks. AMC June 06 (5/29/06-6/25/06) M-Su 8-11p performance compared to all prior monthly AMC performances since April 2000. AMC 2nd quarter (3/27/06-6/25/06) compared to all 2nd quarter AMC performances since April 2000.

About AMC

AMC, a division of Rainbow Media's Entertainment Services, which also includes WE and IFC Companies, is a 24-hour, movie-based network, dedicated to the American movie fan. The network, which reaches over

86,000,000 homes, offers a comprehensive library of popular movies and a critically-acclaimed slate of original programming that is a diverse, movie-based mix of original series, documentaries and specials. AMC has garnered many of the industry's highest honors, including 14 Emmy awards. AMC is "TV for movie people."

About Rainbow Media Holdings LLC

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media creates and manages some of the country's most compelling and dynamic entertainment brands including popular national and regional television channels AMC, fuse, The Independent Film Channel (IFC), WE tv, and two FSN affiliated regional sports networks managed by Rainbow Sports Networks. The company also manages Mag Rack and *sportskool*, two original on-demand networks; VOOM HD Networks, the largest and most diverse suite of high definition channels available anywhere; IFC Entertainment, its film distribution, production and exhibition division; Rainbow Advertising Sales Corporation, its advertising sales division; and Rainbow Network Communications, its full service network programming origination and distribution company.

About JPMorgan Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.3 trillion and operations in more than 50 countries. The company has more than 140 million credit cards issued. Under the JPMorgan and Chase brands, the firm serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients. Information about the firm is available at www.jpmorganchase.com.

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