



**CARMEN ELECTRA JOINS VOOM'S ULTRA HD
AS HOST OF *FULL FRONTAL FASHION* FOR NEW YORK FASHION WEEK**

**ULTRA HD Offers Complete Coverage of New York's Premier Fashion Event
From September 7 - 15**

New York, NY – September 5, 2007 – ULTRA HD, the first channel devoted to the worlds of fashion, beauty and style in high definition, announced today that Carmen Electra will serve as host of *FULL FRONTAL FASHION*, the best-known and most authoritative television program in fashion, during Mercedes-Benz Fashion Week in New York. As host, Electra will report direct from the Tents at Bryant Park, guiding viewers through the runway shows of New York's premier high-fashion event. *FULL FRONTAL FASHION* is produced in stunning high definition by ULTRA HD (DISH channel 9478, Cablevision channel 729), one of the VOOM HD Networks, the largest and most diverse suite of high-definition channels nationwide. ULTRA HD will air a new two-hour episode each night, September 7th-15th (September 7th & 8th at 8pm ET/9pm PT/7C and September 9th-15th at 8pm ET/11pm PT/7C). In addition, the program airs in standard definition in the Tri-State area on NYC TV (Cablevision channel 22, Time Warner channel 25), September 7th-18th at 9pm ET.

ULTRA HD's *FULL FRONTAL FASHION* offers comprehensive, insider coverage of New York Fashion Week. Hosts Judy Licht, Lloyd Boston and James Aguiar provide up-close coverage from the catwalks to the action backstage, with interviews and commentary by leading editors, designers and models. In addition, celeb photographer Patrick McMullan provides coverage of all the week's hottest parties and *Glamour* magazine's Suze Yalof Schwartz gives the latest on upcoming beauty trends. Throughout the year, the Full Frontal team goes to the world's top runways including Paris, Milan, London, Miami and Los Angeles. One of the fashion industry's most prestigious events, New York Fashion Week descends on New York City's Bryant Park twice each year. Attended by journalists, stylists, buyers, celebrities and socialites, the must-attend event showcases the latest collections from world-famous fashion designers.

"We are thrilled to welcome Carmen as the host of *FULL FRONTAL FASHION* during one of fashion's biggest events of the year," said Elizabeth Dewey, VP of Programming for ULTRA HD. "Through the power of true HD, we're providing our viewers with one-of-a-kind access to the runway shows of today's top fashion designers from around the world. A style icon in her own right, Carmen's vivacious personality and strong fashion sense are a welcome addition to our coverage."

To complement its *FULL FRONTAL FASHION* coverage, ULTRA HD will launch a special blog dedicated to New York Fashion Week, with contributions from regular *FULL FRONTAL FASHION* hosts, Judy Licht, Lloyd Boston and James Aguiar. In addition to news and highlights from various runway shows, the blog will feature opinions and thoughts from the hosts about upcoming trends and their favorite collections, among other topics.

ULTRA HD presents a 24/7, commercial-free slate of high fashion and lifestyle programming, in superb quality 1080i HD and 5.1 Dolby© Digital Surround Sound, offering an unparalleled way to experience the textures, colors and vivid details of the world of design.

About VOOM HD Networks

VOOM HD Networks comprise the world's largest suite of high-definition channels for distribution through satellite and cable operators. Produced exclusively in true high-definition and 5.1 Dolby digital surround sound, VOOM HD Networks carry programming in categories as diverse as sports, movies, fashion, music and art. VOOM HD Networks' 15 HDTV channels are available in the U.S. on Echostar's DISH Network and Cablevision's iO digital cable service. A 24/7 linear VOOM HD channel is available internationally and is currently distributed in Asia, Europe and the Middle East. Select VOOM HD programming is also available worldwide and has been licensed for exhibition in more than 150 countries. Building on Rainbow Media Holdings LLC's history of original programming innovation, VOOM HD was developed to meet the growing worldwide demand for quality high-definition programming.

About Rainbow Media Holdings LLC

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media is a leading producer of targeted, multi-platform content for global distribution, creating and managing some of the world's most compelling and dynamic entertainment brands, including AMC, IFC, WE tv, LIFESKOOL, SPORTSKOOL, and VOOM HD Networks. Through its IFC Entertainment division, Rainbow Media also owns and manages the following: IFC Films, a theatrical feature film distribution company; IFC First Take/IFC in Theaters, a day and date theatrical feature film/VOD initiative; the IFC Center in New York City; IFC Productions, a feature film production company; and IFC Entertainment, which owns and operates a film library. Rainbow Media also operates Rainbow Advertising Sales Corporation, its advertising sales company, and Rainbow Network Communications, its full service network programming origination and distribution company.

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For more information contact:

Olivia Dupuis

212.324.4748

ojdupuis@rainbow-media.com