



---

**Contacts:**

Lloyd Singer / Peggy Kalia  
Epoch 5 Public Relations  
631-427-1713  
[lsinger@epoch5.com](mailto:lsinger@epoch5.com) / [pkalia@epoch5.com](mailto:pkalia@epoch5.com)

Jennifer McIntosh  
MSG Varsity  
516-803-9413  
[jmcinto1@cablevision.com](mailto:jmcinto1@cablevision.com)

---

**COLLEGE FOOTBALL HALL OF FAMER DON MCPHERSON  
JOINS FORCES WITH MSG VARSITY**

***New Monthly Show Focuses on Off-Field Issues of Students Lives***

**BETHPAGE, N.Y., January 15, 2010** — MSG Varsity has announced the addition of *Training for Life with Don McPherson* to its lineup. The new monthly show, hosted by College Football Hall of Famer Don McPherson, will debut Friday, January 22<sup>nd</sup> at 6:00 pm on Cablevision’s iO TV (Channel 14).

*Training for Life with Don McPherson* takes an upbeat approach to the “off field” issues of student athletes’ lives. The show will serve as an informational resource for parents and coaches as they help young people navigate the demanding world of high school sports. The first show is about keeping sports in perspective and keeping sports fun. Upcoming show topics also include: recruiting, sports ethics and sportsmanship.

In addition to the monthly show, Don will have exclusive weekly web content on [msgvarsity.com](http://msgvarsity.com), including exclusive video, a column where he will share his insights, and a segment during which he will answer viewers' questions.

“For more than 22 years Don has worked with student athletes and athletic programs in the tri-state area, sharing his experiences as an athlete and educator,” said Theresa Chillianis, general manager, MSG Varsity. “*Training for Life* speaks to our commitment to cover the full high school experience. We are thrilled to have Don join the MSG Varsity family and help students, coaches, parents and teachers navigate through the demanding world of high school sports.”

“I grew up playing sports, and I know first-hand about the real issues and pressures around sports and competition,” said Don McPherson. “*Training For Life* is going to open the dialogue, help address these issues and share what sports is all about – to have fun and love to participate.”

MSG Varsity includes a multi-platform suite of services, made up of a 24/7 television network that airs on Cablevision’s iO TV service, channel 14; a comprehensive online destination, [msgvarsity.com](http://msgvarsity.com); and a groundbreaking interactive service, channel 614 — all spotlighting extracurricular activities and events at local high schools.

### **About MSG Varsity**

MSG Varsity is a multi-platform suite of services comprised of: a 24/7 television network, a comprehensive online destination, and a groundbreaking interactive service, all dedicated to high school sports, academics and activities happening throughout the tri-state area. Content for these services includes MSG Varsity's professionally produced programming as well as content created by the high schools themselves. Working in partnership with MSG Varsity, students and faculty are given extraordinary access to curriculum and training in multimedia creation and distribution, empowering them to become active participants in telling their school's stories. MSG Varsity is a Cablevision exclusive service not available to satellite or phone company TV subscribers and reaches three million households throughout the New York market. For more information, please visit [www.msgvarsity.com](http://www.msgvarsity.com).

### **About Cablevision**

Cablevision Systems Corporation (NYSE: CVC) is one of the nation's leading media and entertainment companies. Its cable television operations serve more than 3 million households in the New York metropolitan area. The company's advanced telecommunications offerings include its iO TV<sup>®</sup> digital television, Optimum Online<sup>®</sup> high-speed Internet, Optimum Voice<sup>®</sup> digital voice-over-cable, and its Optimum Lightpath integrated business communications services. Cablevision operates several successful programming businesses, including AMC, IFC, Sundance Channel and WE tv, through Rainbow Media Holdings LLC, and serves the New York area as publisher of Newsday and other niche publications through Newsday Media Group. In addition to these businesses, Cablevision owns Madison Square Garden and its sports teams, the New York Knicks, Rangers and Liberty. The company also operates New York's famed Radio City Music Hall, the Beacon Theatre, and the Chicago Theatre, and owns and operates Clearview Cinemas.

# # #