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## **Altice USA Opens its First Customer *Experience Center* in New York Tri-State Area**

### ***Flagship interactive Optimum Experience Center located in Westfield Garden State Plaza Mall in Paramus, New Jersey***

Altice USA (NYSE: ATUS), one of the largest broadband communications and video services providers in the United States, today announces the debut of its Experience Centers, which are next-generation retail stores where consumers can interact firsthand with the Company's Optimum-branded digital cable television, high-speed Internet, WiFi and voice services, as well as purchase third-party merchandise. Today, the first Experience Center opened in the Westfield Garden State Plaza Mall located in Paramus, New Jersey. The Company has plans to open a second Experience Center in the upcoming months in the Westfield South Shore Mall located in Bay Shore, Long Island.

"What an exciting and unique opportunity for consumers to come together in a community-centric environment at our Experience Centers to test drive current and future technologies, view educational product and online service demos, purchase products, plus have a little fun," said Hakim Boubazine, Co-President and Chief Operating Officer, Altice USA. "With our Experience Centers, we are changing the way we interact with our customers and the way they interact with us by providing a more personal, in-store experience that showcases the many ways we enable seamless connectivity."

Altice USA's state-of-the-art Paramus Experience Center has a modern, open floor design occupying 3,695 square feet and features:

- Product and interactive displays and demos, including [Altice One](#), the Company's new, all-in-one entertainment and connectivity device with modern user interface and easy-to-use advanced features such as access to apps, voice search and more;
- High-speed Internet demos, where tablets will showcase the Company's online and app-based services;
- The [Nest suite](#) of 'smart home' connected products, which include the Nest Learning Thermostat, Nest Thermostat E, Nest Protect smoke and CO alarm, and a range of Nest Cams;
- A 15-foot TV Wall that demonstrates the different places customers can use Optimum Wi-Fi, including a selfie station featuring local areas where Optimum WiFi is available, and an Optimum WiFi hotspot finder interactive map;



- A dedicated area specialized in Small Business solutions with demos of Altice's latest technology, showcasing the Business Hosted Voice Platform and mobile application for small and medium sized businesses;
- Third-party merchandise to purchase, including Samsung TVs, tablets, Nest products, home theatre equipment and accessories; and
- A children's gaming and television programming area;

The Company's traditional retail walk-in stores will continue to handle all exchanges, returns and/or other requests for Optimum equipment, including cable boxes, routers, remotes, as well as in-person bill payments and questions.

The Paramus Experience Center is located on the first floor of the mall between Nordstrom and Lord & Taylor. Store hours are Monday through Saturday, 10 a.m. to 9:30 p.m., subject to mall schedule changes.

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**About Altice USA**

Altice USA (NYSE: ATUS), the U.S. business of Altice N.V. (Euronext: ATC, ATCB), is one of the largest broadband communications and video services providers in the United States, delivering broadband, pay television, telephony services, Wi-Fi hotspot access, proprietary content and advertising services to approximately 4.9 million residential and business customers across 21 states through its Optimum and Suddenlink brands.