



ALTICE BUSINESS ANNOUNCES 'INNOVATION CHALLENGE' WINNERS

Long Island Residents Win \$10,000 Grand Prize for Innovative Product 'URBond'

NEW YORK (October 9, 2018) – Altice Business, the business services unit of broadband and telecommunications company Altice USA (NYSE: ATUS), today announces the winners of its first Altice Business Innovation Challenge, a program that inspired entrepreneurs to design an innovative service for small business owners. Shanique Richards of Massapequa, NY and Isamar Gomez of Baldwin, NY, both students from The University of New Haven, defeated nearly 20 teams to secure the \$10,000 grand prize from Altice USA.

Altice Business Innovation Challenge participants were asked to design a game-changing, innovative product, service, or tool that small business owners can utilize to better communicate with their customers. Richards and Gomez created 'URBond' – a platform that allows businesses to connect to customers through real-time chat and advertising while providing them with tools to protect their brand reputation and review each customer communication privately. They were awarded the grand prize after presenting their concept to a panel of Altice Business executives at the Long Island Entrepreneurship Conference (LIEC), at which Altice Business was a keynote sponsor.

"We were very excited to enter the Altice Business Innovation Challenge and hit the ground running to create a unique communications tool that would bridge the gap between the small business owners and their customers," said winner Shanique Richards. "After giving deep thought to the proposed task we placed ourselves in the shoes of the modern customer and created URBond. When we were announced as the winners we were completely overwhelmed. The panel of expert business executives believed in us and our product enough to grant us \$10,000 from Altice USA to bring it to fruition. I don't think there could be anything better than that!"

"Altice Business is focused on providing exceptional support for our customers and creating unique opportunities, such as the Innovation Challenge, for local entrepreneurs to showcase their innovations," said Mirna Eusebio, SVP Altice Business. "We were so impressed with all of the entries we received, making our jobs as judges very challenging. Shanique and Isamar truly embraced the challenge and we look forward to seeing them bring this idea to life."

As one of the most trusted communications providers in the market, Altice Business provides mission-critical business solutions, innovative products, the highest quality services and a superior customer experience through the Lightpath, Optimum Business and Suddenlink brands for hundreds of thousands of small, medium and large-sized businesses across the country. Recently the company launched a Business Essentials service package for small businesses that bundles voice, data, service protection, and cloud backup – the essential connectivity services a small business owner needs to succeed.

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About Altice USA

Altice USA (NYSE: ATUS) is one of the largest broadband communications and video services providers in the United States, delivering broadband, pay television, telephony services, proprietary content and advertising services to approximately 4.9 million residential and business customers across 21 states through its Optimum and Suddenlink brands.