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For Immediate Release

Insight Introduces Digital 3.2 to Customers

Digital Music and HD are key elements of video upgrade

NEW YORK – March 3, 2008 – Insight Communications today introduced Insight Digital 3.2, an upgraded digital service that comes less than three months after the launch of its predecessor Insight Digital 3.0. The company has upgraded its digital customers enabling them to immediately receive an enhanced digital music service as well as added free HD movies from several popular networks to their Video On Demand service.

“We are constantly enhancing our video product,” said Melani Griffith, senior vice president, video programming & services for Insight. “We launched Insight Digital 3.0 last December with a number of additional HD channels and now we are upgrading to Insight Digital 3.2 which includes Urge, the new all-digital music service from MTV networks, and free HD movies from Sundance, FEARnet and Starz OD. We’re just getting better and better.”

There is no additional charge to digital customers for Insight Digital 3.2. The new HD movies are free On Demand and the Urge digital music service, which replaces Music Choice, offers customers eight new digital music channels including music channels such as Noggin and Nick Kids.

To make it simple for digital customers to find the On Demand program they want to watch, Insight Digital 3.2 includes an On Demand pop-up indicator on the menu bar for numerous channels that have On Demand content. This feature enables channel surfing customers to know immediately if similar content is available On Demand.

About Insight Communications

Insight Communications is one of the fastest growing* and tenth largest cable operator in the United States with approximately 722,000 customer relationships in the three contiguous states of Kentucky, Indiana and Ohio. Insight offers bundled, state-of-the-art video, high-speed Internet and voice telephony services to its customers.

*based on Insight Systems basic cable customer growth for 2007.

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