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## For Immediate Release

# Insight Announces Second Quarter 2008 Results

**NEW YORK – August 4, 2008** – Insight Communications Company today announced financial and operating results for the quarter ended June 30, 2008.

### Second Quarter Highlights

- Revenue of \$214.8 million, an increase of 16% over Q2 2007
- Adjusted Operating Income before Depreciation and Amortization\* of \$71.0 million, an increase of 15% over Q2 2007
- Capital expenditures of \$38.4 million
- Total Customer Relationships of 742,400 at June 30, 2008, an increase of 42,600 over June 30, 2007
- Highest second quarter net additions in the company's history for basic, digital, high-speed Internet ("HSI") and telephone
- Total Revenue Generating Units ("RGUs") of 1,753,800 at June 30, 2008, an increase of 265,000, or 18%, from June 30, 2007, and total RGU net additions of 44,000, comprising:
  - Basic customer net gain of 3,800, 0.6% growth in basic customers during the quarter, and an increase of 1,300 over net additions in Q2 2007. Total basic customers at quarter end were 692,800, a 5.9% growth in basic customers from June 30, 2007.
  - HSI customer net gain of 12,400, an increase of 1,100 over net additions in Q2 2007. Total HSI customers at quarter end were 424,600, a penetration of 33% of HSI homes passed.
  - Digital customer net gain of 9,200, an increase of 300 over net additions in Q2 2007. Total digital customers at quarter end were 406,100, a penetration of 61% of the company's digital universe.
  - Telephone customer net gain of 18,700, an increase of 8,200 over net additions in Q2 2007. Total telephone customers at quarter end were 230,300, a penetration of 19% of the company's telephone universe.
- As of June 30, 2008, 99% of the company's customers were passed by two-way, 750 MHz or higher capacity upgraded network.

\* Defined as operating income before depreciation, amortization and non-cash stock-based compensation.

**Division of Insight Midwest Partnership**

The division of Insight's partnership with Comcast was completed on January 1, 2008. With the completion of the transaction, Insight owns cable systems serving customers in Louisville, Lexington, Bowling Green, and Covington, Ky., in Evansville, Ind. and in Columbus, Ohio. All financial and operating information presented herein has been adjusted for the estimated affect of the division of the Insight Midwest partnership.

**About Insight Communications**

Insight Communications is currently the tenth largest cable operator in the United States with approximately 742,400 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.

Insight Communications Company, Inc.  
 Operating Statistics  
*(in thousands, except per customer and penetration data)*

	Q2 2008	Q1 2008	Q2 2007
<b>Customer Relationships</b>	742.4	737.5	699.8
<b>Revenue Generating Units ("RGUs")</b>	<b>1,753.8</b>	<b>1,709.8</b>	<b>1,488.9</b>
<b>Total Average Monthly Revenue per Basic Customer</b>	<b>\$103.62</b>	<b>\$100.69</b>	<b>\$94.17</b>
<b><u>Basic Cable</u></b>			
Homes Passed	1,303.7	1,299.5	1,282.9
Basic Cable Customers	692.8	689.0	654.4
<b>Basic Cable Penetration</b>	<b>53.1%</b>	<b>53.0%</b>	<b>51.0%</b>
<b>Cable Revenue</b>	\$88,796	\$87,206	\$81,923
<b>Average Monthly Cable Revenue per Basic Customer</b>	<b>\$42.84</b>	<b>\$42.66</b>	<b>\$41.81</b>
<b><u>High-Speed Internet ("HSI")</u></b>			
HSI Homes Passed	1,287.1	1,282.9	1,266.0
HSI Customers	424.6	412.2	342.6
<b>HSI Penetration</b>	<b>33.0%</b>	<b>32.1%</b>	<b>27.1%</b>
<b>HSI Revenue</b>	\$46,351	\$43,892	\$36,770
<b>Average Monthly HSI Revenue per Basic Customer</b>	<b>\$22.36</b>	<b>\$21.47</b>	<b>\$18.77</b>
<b>Average Monthly HSI Revenue per HSI Customer</b>	<b>\$36.92</b>	<b>\$36.66</b>	<b>\$36.38</b>
<b><u>Digital Cable</u></b>			
Digital Universe	666.3	662.2	628.7
Digital Customers	406.1	396.9	353.0
<b>Digital Cable Penetration</b>	<b>61.0%</b>	<b>59.9%</b>	<b>56.1%</b>
<b>Digital Revenue</b>	\$28,072	\$27,450	\$23,581
<b>Average Monthly Digital Revenue per Basic Customer</b>	<b>\$13.54</b>	<b>\$13.43</b>	<b>\$12.03</b>
<b>Average Monthly Digital Revenue per Digital Customer</b>	<b>\$23.30</b>	<b>\$23.54</b>	<b>\$22.56</b>
<b><u>Telephone</u></b>			
Telephone Universe (marketable homes)	1,217.1	1,137.7	1,009.0
Telephone Customers	230.3	211.7	139.0
<b>Telephone Penetration (to marketable homes)</b>	<b>18.9%</b>	<b>18.6%</b>	<b>13.8%</b>
<b>Telephone Revenue</b>	\$25,626	\$23,108	\$15,626
<b>Average Monthly Telephone Revenue per Basic Customer</b>	<b>\$12.36</b>	<b>\$11.30</b>	<b>\$7.97</b>
<b>Average Monthly Telephone Revenue per Telephone Customer</b>	<b>\$38.65</b>	<b>\$38.72</b>	<b>\$38.95</b>
<b><u>Advertising Revenue</u></b>			
<b>Advertising Revenue</b>	\$11,063	\$9,061	\$11,669
<b>Average Monthly Advertising Revenue per Basic Customer</b>	<b>\$5.34</b>	<b>\$4.43</b>	<b>\$5.96</b>
<b><u>Other Revenue</u></b>			
<b>Other Revenue</b>	\$14,857	\$15,124	\$14,958
<b>Average Monthly Other Revenue per Basic Customer</b>	<b>\$7.17</b>	<b>\$7.40</b>	<b>\$7.63</b>