



**INTERNATIONAL SOCCER SUPERSTAR CRISTIANO RONALDO  
STARS IN NEW ADVERTISING CAMPAIGN FROM  
BROADBAND AND VIDEO SERVICES PROVIDER ALTICE USA**

***TV, Digital, and Social Media Campaign  
Features Photo of Ronaldo 'Going Viral' Via  
Altice USA's Optimum and Suddenlink Broadband Services***

**New York, July 6, 2017** – Altice USA (NYSE: ATUS), one of the largest broadband communications and video services providers in the United States, today unveiled a new advertising campaign featuring world-renowned international soccer star Cristiano Ronaldo promoting the company's Optimum and Suddenlink-branded TV, phone, and internet services. Ronaldo is an ambassador of Altice Group on a global scale, and the U.S. based campaign is part of a broader, worldwide advertising effort by Altice across France, Portugal, Israel, Dominican Republic, and other territories.

In the TV spot playing to U.S. audiences available online [here](#), Ronaldo finds himself locked out of his hotel room; he is rescued by a hotel employee, who snaps a digital picture of Ronaldo on her smartphone before letting him into his room. Once back inside, Ronaldo finds that the picture has gone “viral” online when he sees the photo on the evening news on his TV screen. The TV advertisement is supported by an online and social media campaign. This past weekend the hotel employee from the TV spot shared a leaked photo of Ronaldo from her [Instagram account](#).

The campaign plays on the constant and fast connectivity of today's world, in which ideas, images, and content are shared almost instantly via the telecommunications products provided by Altice USA, which includes the TV, phone, and internet services under the Optimum brand in the New York tri-state area and the Suddenlink brand in parts of Texas, West Virginia, Louisiana, and 14 other states across the U.S.

“Altice USA customers love using our lightning-fast broadband service, and we are excited to connect with our customers in a fun, lighthearted way with our new Cristiano Ronaldo campaign, which highlights the large role internet connectivity plays in today's digital culture,” said Matt Lake, Chief Marketing Officer, Altice USA.

The advertising campaign was developed by the internal Creative Services agency of Altice USA in conjunction with Partners Agency of Lisbon, Ministerio Films and Y&R USA social media team.

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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.