



OPTIMUM Subscribers: KWKT has been forced off your line-up, and important programming you pay for has disappeared.

Call 888-276-5255 NOW and DEMAND OPTIMUM return KWKT

Important facts and options you should consider:

What's going on?

OPTIMUM is putting its subscribers in the middle of a dispute over a new contract with us by refusing to even negotiate. That contract allows them to bring you our programming. Without a new contract in place, OPTIMUM has dropped our programming, denying you the NFL Playoffs, our local news, and some of your favorite entertainment programs. Since October, OPTIMUM has refused to engage in good faith negotiations, repeatedly demanding special terms that are wildly out of step with our longstanding relationship and with the cable TV marketplace as a whole. Over the last several days, they've totally refused to negotiate. And it looks like they are preparing to drop more channels—trying to bribe subscribers to stay loyal if they lose our programming by offering one-time credits of \$120 to \$150. That may not even cover one month's cable bill!

Why are they behaving this way?

Optimum's parent company, Altice, is in a very difficult financial situation, burdened by billions in debt. But Optimum subscribers shouldn't be put in the middle and forced to endure a blackout to help their bottom line. This is familiar territory for Altice, which recently dropped the MSG Network, seemingly for the same reason of trying to save themselves money, depriving millions of subscribers of live sports featuring their favorite teams.

Do I have any options? Absolutely!!

- **First**, we urge you to reach out to OPTIMUM and let them know you're not fooled by their delaying tactics. Here's their number: 888-276-5255.
- **Second**, there are many fine providers in your area, offering attractive introductory deals to new customers. Please use your search option to find the providers in your area.
- **Third**, DON'T DELAY! Your outrage will motivate OPTIMUM to negotiate in a timely, responsible way with you as the top priority.

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