



**ALTICE BUSINESS LAUNCHES 'INNOVATION CHALLENGE' IN SUPPORT OF LOCAL BUSINESSES AS PART OF KEYNOTE SPONSORSHIP OF LONG ISLAND ENTREPRENEURSHIP CONFERENCE (LIEC)**

***Entrepreneurs Called to Submit Their Idea for an Innovative New Communications Tool to Win \$10,000 Grand Prize at LIEC on September 29***

**NEW YORK** (August 29, 2018) – Altice Business, the business services unit of broadband and telecommunications company Altice USA (NYSE: ATUS), today announced that as part of its sponsorship of the upcoming Long Island Entrepreneurship Conference (LIEC) and in support of local small businesses, the company has launched an 'Innovation Challenge', calling entrepreneurs to design a game-changing, innovative product, service, or tool that small business owners can utilize to better communicate with their customers.

The top three finalists will present their concepts at LIEC on Saturday, September 29<sup>th</sup> at the Long Island Marriott in Uniondale, NY. The winner will be selected by Altice Business executives and presented with a \$10,000 grand prize as well as the opportunity to participate in a special closed Q&A session with LIEC Keynote Daymond John, the Founder, President, and CEO of the FUBU clothing brand and celebrity investor on the reality television series Shark Tank.

Challenge participants can enter the Innovation Challenge now through September 7, 2018 online at [alticebusiness.com/innovationchallenge](http://alticebusiness.com/innovationchallenge). Concepts will be judged on a point scale and must meet the following criteria:

1. Must be useful and empower small business owners
2. Must be simple to use
3. Must have longevity
4. Must be environmentally friendly/sustainable
5. Presents a business opportunity for Altice Business

For more information, rules and regulations and to enter the Innovation Challenge please visit [alticebusiness.com/innovationchallenge](http://alticebusiness.com/innovationchallenge).

“Altice Business believes in entrepreneurship and supporting businesses in our local communities, both through delivering superior connectivity products and support for our business clients and through sponsoring unique opportunities such as this Innovation Challenge,” said Kevin Stephens, Executive Vice President, Altice Business. “Through this initiative, we are excited to provide local entrepreneurs with the opportunity to showcase their ideas on a larger scale and win \$10,000 that they can invest into bringing their business dreams into reality.”

The LIEC Conference is a one-day event providing training resources, networking, breakout sessions and insights from top industry leaders focused on helping individuals become successful entrepreneurs.

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. To learn more about Altice USA Business Services, visit [alticeusa.com/we-are-altice-business](http://alticeusa.com/we-are-altice-business).



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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.

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