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For Immediate Release

Insight Announces Second Quarter 2010 Results

NEW YORK – August 5, 2010 – Insight Communications Company today announced financial and operating results for the quarter ended June 30, 2010.

Second Quarter Highlights

- Revenue of \$265.5 million, a 9% increase over Q2 2009
- Adjusted Operating Income before Depreciation and Amortization* of \$90.3 million, a 17% increase over Q2 2009
- Capital expenditures of \$38.4 million
- Free Cash Flow** of \$7.6 million
- Total Customer Relationships of 775,600 at June 30, 2010, an increase of 500 over June 30, 2009
- Total Revenue Generating Units (“RGUs”) of 2,079,300 at June 30, 2010, an increase of 88,100, or 4%, from June 30, 2009, and a 3,300 total RGU net loss during the quarter comprising:
 - Basic customer net loss of 12,000. Total basic customers at quarter end were 710,800, a 53% penetration of homes passed.
 - Digital customer net gain of 13,000. Total digital customers at quarter end were 540,900, a 76% penetration of the company’s basic cable customers.
 - HSI customer net gain of 1,300. Total HSI customers at quarter end were 517,500, a 39% penetration of HSI homes passed.
 - Telephone customer net loss of 5,700. Total telephone customers at quarter end were 310,000, a 24% penetration of the company’s telephone universe.
- As of June 30, 2010, 99% of the company’s customers were passed by two-way, 750 MHz or higher capacity upgraded network.

The Quarterly Report for the quarter ended June 30, 2010 will be posted in the Investor Relations section of the Company’s website www.myinsight.com.

Conference Call

The company will host a conference call to discuss its second quarter results at 1:00 p.m. (EDT) today, August 5, 2010. Information that has not previously been disclosed may be discussed during the call. The dial-in information for the earnings call is as follows:

Domestic: 800-638-5439
International: 617-614-3945
Access Code: 26573118

* Defined as operating income before depreciation, amortization and adjusted for non-cash stock-based compensation expense and other one-time items.

** Defined as net cash provided by operating activities (as defined by accounting principles generally accepted in the United States) less capital expenditures.

About Insight Communications

Insight Communications is currently the ninth largest cable operator in the United States with approximately 775,000 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 residential and business customers and delivers cn|2, a new kind of news and information network, to all of its Kentucky customers.

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

	Q2 2010	Q1 2010	Q2 2009
Customer Relationships	775.6	784.9	775.1
Revenue Generating Units ("RGUs")	2,079.3	2,082.6	1,991.2
Total Average Monthly Revenue per Basic Customer	\$123.25	\$121.13	\$112.29
<u>Basic Cable</u>			
Homes Passed	1,337.8	1,333.8	1,320.9
Basic Cable Customers	710.8	722.7	720.1
Basic Cable Penetration	53.1%	54.2%	54.5%
Cable Revenue	\$97,964	\$98,391	\$95,014
Average Monthly Cable Revenue per Basic Customer	\$45.48	\$45.58	\$43.84
<u>Digital Cable</u>			
Digital Customers	540.9	527.9	483.4
Digital Penetration of Basic Cable Customers	76.1%	73.0%	67.1%
Digital Revenue	\$34,545	\$33,909	\$31,770
Average Monthly Digital Revenue per Basic Customer	\$16.04	\$15.71	\$14.66
Average Monthly Digital Rev. per Digital Customer	\$21.42	\$21.86	\$22.18
<u>High-Speed Internet ("HSI")</u>			
HSI Homes Passed	1,321.8	1,317.8	1,304.8
HSI Customers	517.5	516.3	481.5
HSI Penetration	39.2%	39.2%	36.9%
HSI Revenue	\$63,840	\$62,407	\$55,405
Average Monthly HSI Revenue per Basic Customer	\$29.64	\$28.91	\$25.56
Average Monthly HSI Revenue per HSI Customer	\$41.11	\$40.90	\$38.41
<u>Telephone</u>			
Telephone Universe (marketable homes)	1,298.0	1,275.0	1,259.6
Telephone Customers	310.0	315.7	306.2
Telephone Penetration	23.9%	24.8%	24.3%
Telephone Revenue	\$42,195	\$41,654	\$37,500
Average Monthly Telephone Rev. per Basic Customer	\$19.59	\$19.30	\$17.30
Average Monthly Telephone Rev. per Telephone Cust.	\$44.91	\$44.05	\$41.15
<u>Advertising Revenue</u>			
Advertising Revenue	\$10,402	\$8,743	\$8,499
Average Monthly Advertising Rev. per Basic Cust.	\$4.83	\$4.05	\$3.92
<u>Other Revenue</u>			
Other Revenue	\$16,507	\$16,345	\$15,178
Average Monthly Other Revenue per Basic Customer	\$7.66	\$7.57	\$7.00

Insight Communications Company, Inc.
NCTA Standard Reporting Categories
Capital Expenditures
(in thousands)

	Three Months Ended June 30, 2010	Three Months Ended June 30, 2009
Customer Premise Equipment	\$ 21,539	\$ 32,374
Scaleable Infrastructure	7,826	9,076
Line Extensions	2,930	3,679
Upgrade/Rebuild	2,206	2,912
Support Capital	3,936	5,157
Total Capital Expenditures	\$ 38,447	\$ 53,198

	Six Months Ended June 30, 2010	Six Months Ended June 30, 2009
Customer Premise Equipment	\$ 36,085	\$ 66,921
Scaleable Infrastructure	17,799	20,339
Line Extensions	5,364	6,496
Upgrade/Rebuild	4,732	5,386
Support Capital	8,109	7,421
Total Capital Expenditures	\$ 72,089	\$ 106,563