



January 19, 2019

HITN and Altice Partner to Host Yoga Event

On January 19th, HITN co-hosted its very first Vida y Salud Yoga Fair at the Optimum Experience Center located in the Westfield Garden State Plaza Mall in New Jersey.

In partnership with Optimum by Altice, the Vida y Salud Yoga Fair was open to shoppers, to encourage them towards a healthier and happier lifestyle through Yoga. Mall shoppers participated in a free 10-minute Yoga session to learn yoga techniques for beginners. All participants were able to take a free yoga mat to practice what they learned at home. Additionally, they downloaded the HITN streaming app to watch more of Vida y Salud episodes.

Vida y Salud™ is the largest permanent online source of science-based health information in Spanish. It includes Salud de A a Z, Harvard Medical School's database of symptoms, illnesses and treatments, and with original content created especially for the Hispanic community, updated daily. Every month, it has more than 2.5 million unique users, sends emails to over 6 million subscribers, and interacts with more than 600,000 followers on social media.

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, telephone 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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