



NEWS RELEASE

C4 ENERGY® NAMED AS THE OFFICIAL ENERGY DRINK OF THE NEW YORK KNICKS

2025-02-04

NEW YORK, Feb. 4, 2025 /PRNewswire/ -- Madison Square Garden Sports Corp. (NYSE: MSGS) announced today a new multi-year partnership with Nutrabolt®, naming C4 Energy®, one of the fastest growing energy drink brands in the country, the Official Energy Drink of the New York Knicks.

As a part of this newly formed partnership, C4 Energy will be prominently featured in digital signage throughout The World's Most Famous Arena, including on courtside LED display during each non-nationally televised regular season home game. Additionally, C4 Energy will receive virtual advertisement placement during regular season games televised on MSG Networks, ensuring the brand reaches fans watching from home. C4 Energy will have select inclusion on the Knicks website, further enhancing its engagement with the fanbase.

"We're excited to welcome C4 Energy as The Official Energy Drink of the New York Knicks," said Jamaal Lesane, Chief Operation Officer, MSG Sports. "Their status as one of the fastest-growing energy drinks in the country excites us and we look forward to growing this partnership together."

"We're eager to expand our presence in professional sports by becoming the Official Energy Drink of The New York Knicks," said Robert Zajac, Chief Marketing Officer, Nutrabolt. "This partnership not only celebrates a shared passion for excellence but also illustrates our commitment to safe and efficacious ingredients in our products that are NSF Certified for Sport. We're excited to connect with the Knicks passionate fanbase and community throughout the season, supporting them with the energy and focus they need to perform at their best."

C4 Energy will also appear on the Seventh Avenue LED marquee sign outside of The Garden, bringing the partnership to life in one of the country's most iconic sports markets.

About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) is a leading professional sports company, with a collection of assets that includes the New York Knicks (NBA) and the New York Rangers (NHL), as well as two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL). MSG Sports also operates a professional sports team performance center – the MSG Training Center in Greenburgh, NY. More information is available at www.msgsports.com.

About Nutrabolt

Nutrabolt is a fast-growing, global active health and wellness company with a portfolio of market-leading performance-oriented brands that energize and fuel active lifestyles. The company's disruptive and innovative products compete in the Functional Beverage and Active Nutrition segments, under three consumer-loved brands: C4® (one of the fastest-growing energy drink brands in the United States and the #1 selling global pre-workout brand), XTEND® (the #1 post-workout recovery brand in the United States), and Cellucor® (an award-winning sports nutrition brand created in 2002).

Since its founding 20 years ago, Nutrabolt has set out to meet the discerning needs of performance athletes and fitness enthusiasts, while appealing beyond this core group to include consumers around the globe who are making healthy, active living a daily priority.

MEDIA CONTACTS:

Madison Square Garden Sports:

msgspr@msg.com

Nutrabolt:

Sara Bigham:

Sbigham@nutrabolt.com

View original content to download multimedia:<https://www.prnewswire.com/news-releases/c4-energy-named-as-the-official-energy-drink-of-the-new-york-knicks-302367421.html>

SOURCE Madison Square Garden Sports Corp.