



# MSG Sports and MSG Entertainment Announce Signature Marketing Partnership With Infosys

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Infosys Named Official Digital Innovation Partner

Partnership Includes Creation of Command Center at The Garden – Will Deliver Real Time Operational Updates to Enhance Fan Experience

Infosys Will Also Elevate Fan Engagement Through In-Depth Game Stats for New York Knicks and Rangers

NEW YORK--(BUSINESS WIRE)-- Madison Square Garden Sports Corp. (NYSE: MSGS) ("MSG Sports"), Madison Square Garden Entertainment Corp. (NYSE: MSGE) ("MSG Entertainment") and Infosys (NYSE: INFY), a global leader in next-generation digital services and consulting, announced today a multi-year Signature Marketing Partnership – making Infosys the Official Digital Innovation Partner of key MSG properties including the New York Knicks, New York Rangers and the Madison Square Garden Arena.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211117005291/en/>

As part of this collaboration, MSG Entertainment and Infosys will create a digital command center inside The Garden, featuring Infosys' service and technology platforms. Through the continuous production of data and analytics, the command center will provide on-site staff with enhanced, real-time oversight of event operations. This valuable insight will allow MSG personnel to make immediate decisions to help deliver a more efficient, seamless fan experience. In addition, guests will have access to select data directly, enabling them to choose everything from the best entrance/exit to the most convenient food and beverage options.

“Madison Square Garden welcomes millions of people each year and one of our most important priorities is finding new ways to deliver a world-class experience to each and every one of them, down to the smallest detail – this Infosys partnerships helps us do just that,” said Andrew Lustgarten, President and CEO of MSG Sports and President of MSG Entertainment. “Infosys shares our vision for using data and analytics to improve the guest experience, and we couldn’t be more excited that they are joining us in such a significant and integrated partnership.”

“As a business that understands the obligations of enterprise to drive sustainable performance, we are delighted to be part of the iconic Madison Square Garden’s journey as it continues to evolve into a smart arena,” said Salil Parekh, CEO, Infosys. “As digital innovation partner, we’ll deliver the cutting-edge advantage of our platforms to unlock value for MSG through new efficiencies that enable fans to immerse themselves in all aspects of the events at The Garden so they come to appreciate the MSG-experience even more.”

Infosys will elevate the Knicks’ and Rangers’ fan experience and further connect fans to their teams by delivering in-depth stats during games. Infosys has also become the presenting partner of the Infosys Concourse on the 6th floor and the Infosys Suite Level on the 9th floor of The Garden. Infosys will receive substantial brand integration throughout these areas, as well as digital and static signage at all Knicks and Rangers games and as part of the Arena Concert Series.

In addition, Infosys is partnering with Knicks Gaming, an MSG Sports esports brand. Infosys will be presenting partner of the Knicks Gaming Training Center, once the new facility is complete. Infosys is working with Knicks Gaming to raise the bar for esports -- using innovative, data-powered solutions to help improve performance. This includes personalizing training content for players through the use of AI to optimize the learning process.

## About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) (NYSE: MSGS) is a leading professional sports company, with a collection of assets that includes: the New York Knicks (NBA) and the New York Rangers (NHL); two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and esports teams through Counter Logic Gaming, a leading North American esports organization, and Knicks Gaming, an NBA 2K League franchise. MSG Sports also operates two professional sports team performance centers – the MSG Training Center in Greenburgh, NY and the CLG Performance Center in Los Angeles, CA. More information is available at [www.msgsports.com](http://www.msgsports.com).

## About Madison Square Garden Entertainment Corp.

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment. The Company

presents or hosts a broad array of events in its diverse collection of venues: New York's Madison Square Garden, Hulu Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; and The Chicago Theatre. MSG Entertainment is also building a new state-of-the-art venue in Las Vegas, MSG Sphere at The Venetian. In addition, the Company features the original production – the Christmas Spectacular Starring the Radio City Rockettes – and through Boston Calling Events, produces the Boston Calling Music Festival. The Company's two regional sports and entertainment networks, MSG Network and MSG+, deliver a wide range of live sports content and other programming. Also under the MSG Entertainment umbrella is Tao Group Hospitality, with entertainment dining and nightlife brands including: Tao, Marquee, Lavo, Beauty & Essex, Cathédrale, Hakkasan and Omnia. More information is available at [www.msgentertainment.com](http://www.msgentertainment.com).

## About Infosys Ltd.

Infosys is a global leader in next-generation digital services and consulting. We enable clients in over 50 countries to navigate their digital transformation. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

Visit [www.infosys.com](http://www.infosys.com) to see how Infosys (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

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