



NEWS RELEASE

# THE MSG FAMILY OF COMPANIES AND PEPSICO EXPAND MULTI-YEAR PARTNERSHIP

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## Integrated Marketing Partnership Connects PepsiCo and MSG Fans Across All the MSG Family of Companies' Premier Sports and Entertainment Assets

NEW YORK, March 5, 2025 /PRNewswire/ -- Madison Square Garden Entertainment Corp. (NYSE: MSGE) ("MSG Entertainment"), Madison Square Garden Sports Corp. (NYSE: MSGS) ("MSG Sports") and Sphere Entertainment Co. (NYSE: SPHR) (together, the "MSG Family of Companies") announced today a renewed and expanded partnership with PepsiCo (NASDAQ: PEP), naming the global beverage and foods company an Official Partner across the MSG Family of Companies.

The partnership will continue to give PepsiCo and its brands a broad presence across the MSG Family of Companies' portfolio of premier sports and entertainment assets, which includes New York's Madison Square Garden, Radio City Music Hall, The Theater at Madison Square Garden and the Beacon Theatre; The Chicago Theatre; Sphere in Las Vegas; the New York Knicks, New York Rangers and Westchester Knicks professional sports franchises; the Christmas Spectacular Starring the Radio City Rockettes; and MSG Networks.

"When we first began working with PepsiCo in 2018, our shared goal was to leverage the power of our celebrated brands to create unforgettable experiences across our venues and properties," said Jamaal Lesane, Chief Operating Officer, MSG Sports. "This multi-faceted renewal illustrates the strength of this partnership, and we look forward to continuing to bring our guests together around incredible live experiences and PepsiCo products."

"Our partnership with the MSG Family of Companies is about creating exceptional moments for fans, and this renewal reinforces that shared vision. We're excited to continue our partnership with MSG and build on the success we've achieved together. From innovative activations to delivering fan-favorite beverages, we're committed to elevating the entertainment experience at MSG's world-class music, sports and entertainment venues for years to

come," said Hugh Roth, Chief Customer and Business Development Officer, PepsiCo.

The Companies' venues will feature an array of products from PepsiCo's vast portfolio of popular beverage and food offerings – with all venues in New York, Chicago and Las Vegas offering Pepsi-Cola® soft drinks – PEPSI®, PEPSI® Zero Sugar, Diet PEPSI®, STARRY®, Mountain Dew® – and Gatorade®. Sphere will exclusively offer an expanded variety of PepsiCo Foods brands including Lay's®, Doritos®, Cheetos®, SunChips® and Funyuns®. Additionally, Madison Square Garden and Radio City Music Hall will each have a dedicated Pepsi-branded concession stand where fans can check out the company's latest products.

As part of the partnership, PepsiCo brands will gain substantial exposure through an expanded presence on the Exosphere – the fully-customizable LED exterior of Sphere and the largest LED screen in the world.

In New York, Pepsi will continue to entitle the eighth-floor concourse at The World's Most Famous Arena. Pepsi will have a strong presence during MSG Networks' live game coverage of the Knicks and the Rangers, as well as across the Networks' non-Knicks and Rangers programming and content. The brand's exclusive marketing rights at the Companies' properties will continue to include mobile, TV and digital assets; and both marquee and digital board OOH signage at Madison Square Garden, as well as expanded in-venue signage at all events at Madison Square Garden, Radio City Music Hall, Beacon Theatre and The Chicago Theatre.

Additionally, Pepsi will be featured prominently in the Christmas Spectacular as a billboard in the fan-favorite "New York at Christmas" Times Square scene, allowing the brand to reach the more than one million people who attend the show every year.

### **About Madison Square Garden Entertainment Corp.**

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment, delivering unforgettable experiences while forging deep connections with diverse and passionate audiences. The Company's portfolio includes a collection of world-renowned venues – New York's Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall, and Beacon Theatre; and The Chicago Theatre – that showcase a broad array of sporting events, concerts, family shows, and special events for millions of guests annually. In addition, the Company features the original production, the Christmas Spectacular Starring the Radio City Rockettes, which has been a holiday tradition for 90 years. More information is available at [\*\*www.msgentertainment.com\*\*](http://www.msgentertainment.com).

### **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](http://www.msgsports.com).

### About Sphere Entertainment Co.

Sphere Entertainment Co. is a premier live entertainment and media company. The Company includes Sphere, a next-generation entertainment medium powered by cutting-edge technologies to redefine the future of entertainment. The first Sphere venue opened in Las Vegas in September 2023. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports content and other programming. More information is available at [sphereentertainmentco.com](http://sphereentertainmentco.com).

### About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly \$92 billion in net revenue in 2024, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

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