

MSG Network Scores Season-High Knicks Rating for Third Game in a Row

Last Night's Knicks Game Delivered a 5.78 Nielsen Household Rating

Knicks' Average Household Rating Up 109% in the Six Games Jeremy Lin Has Started

MSG Network to Telecast One-On-One Interview Show "Jeremy Lin: To The Point" Friday Following the Knicks-Hornets Game



NEW YORK, Feb. 16, 2012 (GLOBE NEWSWIRE) --For the third consecutive game, Jeremy Lin and the New York Knicks have scored a season-high rating on MSG Network. Last night's game, the team's seventh win in a row, garnered a 5.78 Nielsen household rating (427,015 households), making it the highest-rated Knicks game on MSG Network since Carmelo Anthony's debut on February 23 last season (6.75 HH; 507,285 households). The game peaked at a 7.48 quarter-hour Nielsen household rating (552,608 households) between 9:30 p.m. and 9:45 p.m. MSG Media is part of The Madison Square Garden Company (Nasdaq:MSG), a fully-integrated sports, media and entertainment business.

Through six games — all Knicks wins — in which Lin has been the starting point guard, the Knicks' average household rating on MSG Network has increased 109% (3.79 HH; 279,998 households) compared to the previous 20 games (1.81 HH; 133,719 households). With Lin in the starting lineup, the team has scored household ratings of 5.78 HH (February 15 vs. Sacramento), 4.66 HH (February 14 at Toronto), 4.17 HH (February 11 at Minnesota), 3.05 HH (February 10 vs. Los Angeles), 2.41 HH (February 8 at Washington), and 2.68 HH (February 6 vs. Utah).

The winning streak has also spurred a 69% increase in the average season-to-date household rating compared to the first 26 games on MSG Network last season (2.27 HH vs. 1.34 HH; 167,703 households vs. 100,705 households). The six games in which Lin has started also represents a 67% increase over the average season-to-date household rating (3.39 HH vs. 2.13 HH; 279,998 households vs. 167,703 households).

At last night's telecast's peak between 9:30 p.m. — 9:45 p.m., the P2+ ratings, which measure the number of viewers over the age of two, hit 731,108 total viewers.

MSG Network's pre- and post-game ratings have also been affected by the Knicks' recent play. In the six games that Lin has started, both the "Visa Knicks Game Night" and the "Ford Knicks Post-Game Show" are up 96% compared to the season-to-date average (pre-game: 0.88 vs. 0.45; post-game: 2.00 vs. 1.02).

The Knicks face the New Orleans Hornets Friday night at Madison Square Garden for an 8:00 p.m. matchup on MSG Network. MSG Network's coverage starts at 7:30 p.m. with "Visa Knicks Game Night" and continues immediately after the game with the "Ford Knicks Post-Game Show."

Friday night at 11:00 p.m., immediately following the Knicks-Hornets game and post-game show, MSG Network will premiere "Jeremy Lin: To The Point," a 30-minute program featuring an in-depth interview with Lin. Knicks broadcaster Spero Dedes will conduct the interview.

As the exclusive local television home of the New York Knicks, New York Rangers, Buffalo Sabres, New York Islanders, New Jersey Devils, New York Liberty and New York Red Bulls, MSG Networks telecasts nearly 700 live professional games per year. MSG Networks also telecasts 150 live college basketball games and 50 live college football games from top national conferences (SEC, Pac 12, Big 12), as well as other award-winning original programming. MSG Networks has won 63 New York Emmy Awards over the last four years, more than any New York station or network.

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The MSG Network logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8084>

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