

MSG Network Scores Highest West Coast Knicks Game Rating in Over a Decade

First Regular Season Knicks Game on MSG Network Garner a 3.15 Nielsen Household Rating

NEW YORK, Dec. 29, 2011 (GLOBE NEWSWIRE) -- Last night's New York Knicks-Golden State Warriors game on MSG Network — the first regular season game of the 2011-12 season for MSG — scored a 3.15 Nielsen household rating, the highest household rating for a regular season game started at 10:00 p.m. or later since March 31, 2000 when the team played in Vancouver (3.16 HH). MSG Network is part of The Madison Square Garden Company (Nasdaq:MSG), a fully-integrated sports, media and entertainment business.

Last season, the first Knicks regular season west coast game (November 17, 2010 at Sacramento) scored a 0.86 HH rating and for the entire 2010-11 Knicks season, regular season west coast games averaged a 1.00 HH rating. The game also outperformed last season's first regular season Knicks game on MSG Network when the team played at Toronto (October 27, 2010) and garnered a 1.65 HH rating.

In April 2004, Nielsen switched to the Local People Meter (LPM) methodology in New York.



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 400 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.

About MSG Media

MSG Media is a leader in production and content development for multiple distribution platforms, including content originating from MSG's venues. MSG Media consists of the MSG Networks (MSG, MSG Plus, MSG HD and MSG Plus HD) regional sports networks and the Fuse Networks (Fuse and Fuse HD), a national television network dedicated to music. MSG Media is also responsible for managing interactive initiatives (online, mobile, VOD and iTV) across all business segments. MSG Media is part of The Madison Square Garden Company (Nasdaq:MSG), a fully-integrated sports, media and entertainment business. The company is comprised of three business segments: MSG Sports, MSG Media and MSG Entertainment, which are strategically aligned to work together to drive the company's overall business, which is built on a foundation of iconic venues and compelling content that the company creates, produces, presents and/or distributes through its programming networks and other media assets. MSG Sports consists of owning and operating sports franchises, including the New York Knicks (NBA), the New York Rangers (NHL), the New York Liberty (WNBA), and the Connecticut Whale (AHL). MSG Sports also features the presentation of a wide variety of live sporting events including professional boxing, college basketball, track and field and tennis, as well as MSG Action Sports, an action sports and lifestyle division. MSG Entertainment creates, produces and/or presents a variety of live productions, including the Radio City Christmas Spectacular featuring the Radio City Rockettes. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in MSG's diverse collection of venues. These venues include Madison Square Garden, Radio City Music Hall, the Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre and the Wang Theatre. More information is available at www.themadisonsquaregardencompany.com.

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

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