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Photo Release -- The Madison Square Garden Company Names Sharon Otterman Executive Vice President and Chief Marketing Officer

NEW YORK, March 20, 2015 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (Nasdaq:MSG) today announced that Sharon Otterman, a highly-regarded marketing executive with more than 20 years of experience, has been named the Company's executive vice president and chief marketing officer, effective April 20, 2015. Ms. Otterman joins MSG after nearly six years at NBCUniversal, where she most recently served as senior vice president and chief marketing officer for MSNBC and NBC News.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=31552>

In this newly created position at MSG, Ms. Otterman will be responsible for planning and directing brand strategies that enable growth across the Company's sports, media and entertainment businesses. She will work closely with the executive management team to set the company's creative vision and determine how the company goes to market, while ensuring that the Company continues to deliver a world-class experience for consumers. Areas of focus include digital marketing, product marketing, marketing operations, creative, and market insights.

MSG's Executive Chairman James Dolan and President and CEO Tad Smith said, "Sharon has more than two decades of experience developing marketing strategies for some of today's best known companies. Her proven track record in brand development and value creation will serve us well as we continue to explore new ways to drive engagement with our customers. We look forward to having her as part of our leadership team as we continue to seize the opportunities that lay ahead."

Ms. Otterman said, "I am honored to be joining The Madison Square Garden Company. There are few organizations anywhere with the strength of MSG's brands, and I look forward to working with the management team and staff to ensure we continue to build on MSG's position as a sports, media and entertainment leader."



Sharon Otterman, MSG Executive Vice President and Chief Marketing Officer

Ms. Otterman most recently served as senior vice president and chief marketing officer of MSNBC and NBC News, where her responsibilities included overseeing the design and implementation of all marketing strategies and programs. In addition, she led the efforts for brand development, media planning and consumer insights. Prior to joining MSNBC in 2009, Ms. Otterman worked for ESPN, where she last served as vice president of Customer Experience Strategy and New Media Marketing, leading the customer acquisition, advertising, customer care, brand development and positioning efforts for all digital products, including ESPN.com, Mobile, and Broadband. Ms. Otterman joined ESPN in 2003 and held various positions over her tenure, including vice president of Integrated Media & Market Planning and vice president of Brand Development.

Before joining ESPN, Ms. Otterman was the first vice president of Media at Modem Media where she helped Fortune 500 clients create their first-ever digital strategies. For more than eight years, her innovative approach to developing marketing and advertising strategies helped Modem's clients attain first mover status. As chairperson of one of the 4A's committees, she helped set new industry standards, and her method for developing new media vehicles standards and practices has been widely recognized.

Prior to joining Modem, Ms. Otterman was with Ogilvy & Mather, where, as one of the original members of Ogilvy's non-traditional Media department, she helped develop the first interactive marketing programs for IBM, led the AT&T Out of Home AOR and created sports marketing programs for American Express and Sears.

Ms. Otterman graduated cum laude from Ithaca College with a Bachelor of Science and also graduated from the Executive MBA Program at New York University.

The Madison Square Garden Company is comprised of three business segments: MSG Sports, MSG Media and MSG Entertainment and 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 owns and operates the following sports franchises: the New York Knicks (NBA), the New York Rangers (NHL), the New York Liberty (WNBA), the

Westchester Knicks (NBADL) and the Hartford Wolf Pack (AHL). MSG Sports also features the presentation of a wide variety of live sporting events including professional boxing, college basketball, bull riding and tennis. MSG Media is a leader in production and content development for multiple distribution platforms, including content originating from the Company's venues. MSG Media's television networks consist of regional sports networks, MSG Network and MSG+, collectively referred to as MSG Networks. MSG Entertainment is one of the country's leaders in live entertainment. MSG Entertainment creates, produces and/or presents a variety of live productions, including the Radio City Christmas Spectacular and the New York Spring Spectacular, both featuring the Rockettes. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in the Company's diverse collection of venues. These venues consist of Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall, the Beacon Theatre, the Forum in Inglewood, CA, The Chicago Theatre, and the Wang Theatre in Boston, MA. More information is available at www.themadisonsquaregardencompany.com.

The Madison Square Garden Company logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=15647>

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