

New York Knicks and New York Rangers Release 2011-12 Season Ticket Information

Madison Square Garden Will Not Institute Personal Seat Licenses in the Transformed Arena

NEW YORK, March 11, 2011 (GLOBE NEWSWIRE) -- The New York Knickerbockers and New York Rangers today released season ticket information for the 2011-12 seasons when Madison Square Garden (Nasdaq:MSG) will debut the first phase of the building's top-to-bottom Transformation. The company also announced that it will not institute Personal Seat Licenses (PSLs) in the transformed Arena.

For the 2011-12 season Knicks season ticket prices will increase an average of 49%, and Rangers will increase an average of 23%. Knicks tickets have only been raised once in the last ten seasons, including staying flat for the past six, and Rangers ticket prices did not increase for the 2010-11 season. Knicks and Rangers season ticket holders will be contacted directly by their personal relationship manager with specific information on their account.

"Our top priority is to create a world class experience for every person that visits Madison Square Garden. The Garden Transformation will provide our fans with best in class service, new amenities, and outstanding food and beverage offerings. This will be a new state-of-the-art arena with wider concourses, new seats, better sightlines, and improved social settings," said Scott O'Neil, president, MSG Sports. "Our commitment is for Madison Square Garden to not only be recognized as The World's Most Famous Arena, but the world's most spectacular one as well — something our fans, partners and all New Yorkers deserve. While ticket prices for Knicks and Rangers will be increasing, we will continue to offer a variety of price points for our fans and will not be instituting PSLs."

As a result of the Transformation, the seating configuration in the lower bowl of the Arena will completely change beginning next season, the upper bowl is expected to follow in the 2012-13 season. Season ticket holders will be relocated to new seats accordingly.

"The seating configuration and layout of The Garden will change with the Transformation, and we have been planning for several years with our customers in mind," said O'Neil. "We have the most passionate and knowledgeable fans in the world and it's our intent and plan to manage a transparent and smooth seat relocation process — maintaining similar sightlines and upgrading experiences. We have a process in place and dedicated staff to work directly with our customers to ensure that everything is seamless and meets their expectations."

In addition to not having PSLs in the transformed Arena, Knicks and Rangers season ticket options and benefits for next season include:

- Season tickets will be offered at a variety of price points, including 17 price points for Rangers fans starting as low as \$39 per game and 20 price points for Knicks fans starting at \$10 per game;
- Select premium seats will now have access to several new all-inclusive clubs — the Delta SKY360° Club and 1879 Club presented by J.P. Morgan. Both clubs will offer exclusive dining options and an intimate setting within the arena;
- New wider Madison Concourse (6th Floor) nearly double in size with views of the city featuring several new first-class food and entertainment options;
- Exclusive season ticket holder benefits, including access to special events with current players and alumni, such as meet and greets, storyteller forums, skating with the Rangers and shooting hoops with the Knicks; unique gifts and experiences based on tenure; savings vs. individual game tickets; first consideration to buy playoff tickets and for seat relocation and upgrades; online ticketing services; and a personal relationship manager to provide assistance for all account needs;
- A number of flexible payment plan options are available for all subscribers, new this season is an extended 10 month interest-free payment plan.

There are several special incentives for Knicks and Rangers fans to renew their 2011-12 season tickets early or online. The renewal deadline for both teams is May 13. Season ticket holders that renew by April 8 will receive a free one night stay at Foxwoods Resort Casino. Those that renew their 2011-12 season tickets by April 8 and secure their 2011 playoff tickets by March 24, will receive a 10% rebate on their playoff tickets.

Fans are encouraged to renew their season tickets online by using their personalized website which outlines their exclusive

subscriber benefits and features a 3D Virtual Venue tool showcasing their seats. Fans that pay online will be entered to win a number of great prizes, including complimentary roundtrip tickets on Delta Air Lines and getaways courtesy of Delta Vacations.

Work on the Transformation is underway and will continue to be a year-round project, sequenced to maximize construction efforts during the summer months of 2011, 2012, and 2013 when The Garden will be shutdown. The building will be transformed into a state-of-the-art facility that lives up to its iconic stature, while preserving The Garden's great history and distinctive architecture. For more information on the MSG Transformation, visit www.msg.com/transformation to see a complete timeline of the project, get up to the minute construction updates and have a chance to share your favorite MSG memories.

Fans interested in new season ticket plans for the Knicks and Rangers 2011-12 seasons should call 212-465-6073 or visit NYKnicks.com or NYRangers.com for more information. Individual tickets and partial plans for Knicks and Rangers will go on sale in the fall.

About Madison Square Garden

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