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MSG Network Tops the New York Market With Tuesday's Knicks-Hornets Game

Telecast Beats All Programs in the New York Market in the Key Male Demos With 4.16 M18-34 and 3.43 M25-54 Ratings

3.95 Nielsen Household Rating is Highest-Rated Knicks Game on MSG Since March 30 — Season Average Up 58% Compared to Last Season

NEW YORK, Nov. 21, 2012 (GLOBE NEWSWIRE) -- MSG Network's Tuesday night game telecast of the New York Knicks' win over the New Orleans Hornets was the highest-rated program in the New York market in the key male demos, with ratings of 4.16 among Males 18 to 34 and 3.43 among Males 25 to 54. As the top-rated program in the M25-54 demo, the telecast bested popular broadcast shows "The Voice" on NBC (3.12 M25-54), "NCIS" on CBS (2.61 M25-54) and Jeopardy on ABC (2.29 M25-54).

The game telecast also garnered a 3.95 Nielsen household rating, making it the highest-rated game of the 2012-13 season on MSG and highest-rated Knicks game on MSG since March 30 last season when the Knicks-Hawks tilt garnered a 4.06 household rating.

Through six Nielsen-measured games on MSG this season, Knicks telecasts are averaging a 3.20 household rating, up 58% over the first six games of the 2011-12 season (2.02 HH rating). (Due to Hurricane Sandy, Nielsen was unable to report ratings between 10/29/2012 and 11/8/2012, including Knicks games on 11/2, 11/4 and 11/5.)

MSG's Knicks telecasts resume tonight when the team travels to Dallas to face the Mavericks at 8:30 p.m. Coverage on MSG starts at 8:00 p.m. with "Visa Knicks Game Night" and continues immediately after the game with the "Tri-State Ford Knicks Postgame Show" and "Knicks Extra." MSG's original series "Beginnings" tips off Season 2 at midnight with an episode featuring Knicks forward Steve Novak as he heads back to his hometown of Brown Deer, Wisc.

MSG's 2011-12 regular season Knicks telecasts averaged a 3.30 household rating, making it the highest-rated regular season ever on MSG, dating back to the start of the 1988-89 NBA season when the network started tracking household ratings. The 3.30 average household rating was also up 81% compared to the 2010-11 regular season average (3.30 HH vs. 1.82 HH).

As the exclusive local television home of the New York Knicks, New York Rangers, New Jersey Devils, New York Islanders, Buffalo Sabres, New York Liberty and New York Red Bulls, and the official regional sports networks of the New York Giants, MSG Networks telecasts over 400 live professional games per year. MSG Networks also telecasts over 100 live college basketball games and over 40 live college football games from top national conferences (SEC, Big 12, Big East, Pac 12, Conference USA), as well as horse racing, boxing and award-winning original programming. In 2012, MSG Networks earned 16 New York Emmy Awards, including 14 for MSG — tops in the New York region for the third year in a row — and two for MSG+. Over the past five years, MSG Networks has totaled 77 New York Emmy Awards, including 69 for MSG — also the most of any New York station or network in that time — and eight for MSG+.

About The Madison Square Garden Company

The Madison Square Garden Company (Nasdaq:MSG) is 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 owns and operates the following sports franchises: 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. 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; and Fuse, a national television network dedicated to music. MSG Networks also include high-definition channels, MSG HD and MSG+ HD, and Fuse includes its high-definition channel, Fuse HD. 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 featuring the Radio City 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, Radio City Music Hall, The Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre, the Forum in Inglewood, CA, and the Wang Theatre in Boston, MA. More information is available at www.themadisonsquaregardencompany.com.

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