

Anheuser-Busch and Madison Square Garden Announce Renewed Marketing Partnership

Jul 26, 2010 (GlobeNewswire via COMTEX News Network) --

A-B Joins Coca-Cola and Delta Air Lines as MSG Signature Partners

Deal Includes Entitlement for Budweiser Fan Deck in Transformed Madison Square Garden

NEW YORK, July 26, 2010 (GLOBE NEWSWIRE) -- Madison Square Garden (Nasdaq:MSG) and Anheuser-Busch announced today a long-term extension of their longstanding marketing partnership. The new marketing deal makes Anheuser-Busch a "Signature Partner" of Madison Square Garden with exposure across MSG's unrivaled set of assets, including its professional sports teams (New York Knicks and New York Rangers), television networks (MSG and MSG Plus), digital platforms, in-arena signage and an expanded presence in the transformed Madison Square Garden.

The renewed marketing partnership keeps MSG in Anheuser-Busch's stable of industry-leading sports and entertainment sponsorship properties and is highlighted by the entitlement of the Budweiser Fan Deck to be developed in the transformed Madison Square Garden. The Budweiser Fan Deck is a 10,000-square foot space that will be located in the upper bowl and serve as a unique gathering space for fans with direct views into the arena bowl.

With Budweiser and Bud Light continuing as the official beer sponsors of the Knicks and Rangers respectively, the agreement provides for additional fan focused initiatives, including brand-sponsored Knicks and Rangers viewing parties.

"Our relationship with Madison Square Garden represents one of the longest tenured partnerships in our portfolio," said Mark Wright, vice president of media, sports and entertainment marketing, Anheuser-Busch, Inc. "Budweiser and Bud Light's renewed support of the Knicks and Rangers is symbolic of a larger and continued investment in sports and we look forward to expanding our presence in The World's Most Famous Arena as the transformation is completed."

"We are proud to continue our longstanding relationship with Anheuser-Busch, and make them a 'Signature Partner' with an integrated presence across our sports and media properties," said Hank Ratner, president and CEO, Madison Square Garden. "One of the exciting new cornerstone elements of the partnership is their expanded presence in the transformed Madison Square Garden with our new fan deck. The Budweiser Fan Deck will provide fans with a unique new space in the arena to socialize and experience games and concerts, truly enhancing the fan experience."

Added Scott O'Neil, president, MSG Sports: "There is no brand more fitting for The World's Most Famous Arena than the King of Beers. Anheuser-Busch and Madison Square Garden are storied companies each with well over a century old connection to New York City. This is an exciting new era of our partnership and on behalf of the millions of fans that attend our more than 400 events annually -- we look forward to building on the great history our companies have together."

About Madison Square Garden

Madison Square Garden (Nasdaq:MSG) is a fully-integrated sports, entertainment and media business. The company is comprised of three business segments: MSG Sports, MSG Entertainment and MSG Media, which are strategically aligned to work together to drive MSG's overall business, which is built on a foundation of iconic venues and compelling content that MSG 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 Hartford Wolf Pack (AHL). MSG Sports also features other sports properties, including the presentation of a wide variety of live sporting events including professional boxing, college basketball, track and field and tennis. 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, throughout the country. 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. 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 network, 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 across all business segments. More information is available at www.msg.com.

The Madison Square Garden, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7079>

About Anheuser-Busch

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.9 percent share of U.S. beer sales to retailers. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer. Anheuser-Busch is a major manufacturer of aluminum cans and has been a leading aluminum recycler for more than 30 years. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit www.anheuser-busch.com.

(Logo: <http://www.primezone.com/newsroom/prs/?pkgid=>)

(Logo: <http://www.primezone.com/newsroom/prs/?pkgid=>)

The Anheuser-Busch logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7767>

This news release was distributed by GlobeNewswire, www.globenewswire.com

SOURCE: Madison Square Garden, Inc.; Anheuser-Busch

CONTACT: Madison Square Garden
Stacey Escudero
212-465-5902
Anheuser-Busch
Mike Bulthaus
314-577-9671

(C) Copyright 2010 GlobeNewswire, Inc. All rights reserved.

News Provided by COMTEX