

**Fuse and MSG Entertainment Present "Linkin Park: Live from Madison Square Garden"  
Broadcast on Fuse Presented by Coca-Cola**

*Only Television Broadcast of Linkin Park's  
A Thousand Suns World Tour*

*Madison Square Garden Concert to Premiere on Fuse  
February 18 at 9:30 pm ET*

NEW YORK, Jan. 28, 2011 (GLOBE NEWSWIRE) -- Fuse, Madison Square Garden's (Nasdaq:MSG) national music television network and MSG Entertainment today announced that GRAMMY award-winning band Linkin Park's February 4<sup>th</sup> performance from Madison Square Garden will air on Fuse on February 18 at 9:30 pm ET. Airing in HD, "Fuse Presents: Linkin Park Live from Madison Square Garden," will feature songs from the band's latest album *A Thousand Suns*, in addition to other fan favorites. Fuse and Coca-Cola have collaborated to bring the concert to fans across the U.S. with limited commercial interruptions.

Linkin Park, a multi-platinum band comprised of co-lead vocalist, Chester Bennington, drummer/percussionist Rob Bourdon, guitarist Brad Delson, bassist Dave 'Phoenix' Farrell, DJ, programmer Joe Hahn and Mike Shinoda, co-lead vocals, keyboards, guitar, is on tour to support their highly acclaimed fourth studio album *A Thousand Suns* (Machine Shop Recordings/Warner Bros). Their latest album has been described as a psychedelic journey that explores the conflict between technology and humanity. Already containing two #1 Alternative Rock tracks, the album debuted at the top of Billboard's Top 200 album chart, making *A Thousand Suns* the 3rd consecutive Linkin Park album to reach #1. The band's recent European tour drew raves from critics, who called the show "exhilarating" and "sonically adventurous." For further information and tour updates, go to [www.linkinpark.com](http://www.linkinpark.com)

"As Linkin Park takes the stage at Madison Square Garden, Fuse will be there to capture every unforgettable moment," said Mike Bair, president, MSG Media. "Fuse and MSG Entertainment, along with Coca-Cola, are excited to bring this exclusive broadcast with Linkin Park from the world's most famous arena to music fans across the country."

Coca-Cola, a signature partner of Madison Square Garden, is the presenting sponsor of the "Fuse Presents" concert series. The series includes branded telecasts on Fuse from Madison Square Garden venues, including Radio City Music Hall, The Beacon Theatre and The Chicago Theatre, providing Coca-Cola with extensive presence on Fuse, Fuse.tv, and in-venue brand exposure.

The unique relationship between Fuse, MSG Entertainment and Coca-Cola offers fans distinct multi-platform access to Linkin Park's not-to-be-missed performance. Fuse and MSGE provide a one-of-a-kind experience to artists and partners — with access to legendary venues and national television exposure, along with combined marketing power to garner attention from an expansive network of music lovers. Linkin Park will join a distinguished lineup of performers who have taken part in the "Fuse Presents" series in the past, including Drake, Elton John and Leon Russell, Maroon 5, JAY-Z, John Mayer, Dave Matthews Band, Kanye West and Fall Out Boy.

"Linkin Park's visually stunning performance is the kind of show that Madison Square Garden was made for," said Jay Marciano, president, MSG Entertainment. "Only Fuse can capture that kind of energy and bring it to Linkin Park's fans at home."

To complement the telecast of "Fuse Presents: Linkin Park Live from Madison Square Garden," Fuse will air additional Linkin Park programming including "Loaded: Linkin Park," a half-hour compilation of their greatest music videos. For more information on programming surrounding the show, photo galleries and video clips, go to [www.fuse.tv/linkinpark](http://www.fuse.tv/linkinpark).

#### **About Fuse**

Fuse, the national television network dedicated exclusively to music, brings viewers closer to their favorite artists and bands by featuring original series and specials, exclusive interviews, live concerts and video blocks — all rooted in the music experience. Celebrating the hit makers of today, familiar favorites and edgy newcomers, Fuse accommodates the wide ranging tastes and attitudes of its 18-34 year-old audience with compelling music programming on-air, on-line, on-demand, in HD and via mobile technologies. Fuse is a part of MSG Media, which includes television networks MSG, MSG Plus, MSG HD and MSG Plus HD, as well as MSG Interactive, which oversees all company wireless and online initiatives. MSG Media is a division of Madison Square Garden, Inc. (Nasdaq:MSG), along with MSG Sports and MSG Entertainment. MSG Sports includes the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); the Connecticut Whale (American Hockey

League); and MSG Entertainment includes concerts and events at Radio City Music Hall, Madison Square Garden, the Theater at Madison Square Garden, the Wang Theatre in Boston, the Beacon Theatre, as well as the legendary Chicago Theatre, and which manages wholly-owned live entertainment properties including the Radio City Rockettes and the Radio City Christmas Spectacular. Additional information about Fuse can be found at [www.fuse.tv](http://www.fuse.tv).

The Fuse logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8685>

### **About MSG Entertainment**

MSG Entertainment (MSGE), the live entertainment arm of Madison Square Garden, Inc. (Nasdaq:MSG), is a worldwide entertainment company recognized for its signature combination of event production and entertainment marketing. In addition to the nearly 900 entertainment concerts and events that take place each year at Radio City Music Hall, Madison Square Garden, The Theater at Madison Square Garden, The Beacon Theatre and The Chicago Theatre, MSGE has an exclusive co-booking agreement with Boston's Citi Performing Arts Center/ Wang Theatre. MSG Entertainment's live events include the Radio City Christmas Spectacular, which includes the national arena tour and the theatrical tour and has played to more than 69 million in 63 different cities across North America. More than five million people attend MSG Entertainment branded events annually including concerts, special events, and family attractions.

The MSG Entertainment logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8686>

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE:KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater, Powerade®, Minute Maid®, Simply® and Georgia® Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

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**MADISON SQUARE GARDEN**

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