

## **Knicks Ratings Continue to Soar on MSG Network**

***Last Night's Knicks Game Peaked at a 7.84 Nielsen Household Rating and Delivered the Highest Rating of the Season With a 4.66 Nielsen Household Rating***

***Knicks' Average Household Rating Up 87% in the Five Games Jeremy Lin Has Started***

***MSG Network to Telecast One-On-One Interview Show "Jeremy Lin: To The Point"***

***Friday Following the Knicks-Hornets Game***



NEW YORK, Feb. 15, 2012 (GLOBE NEWSWIRE) -- The play of the New York Knicks and their sensational point guard Jeremy Lin, who has piloted the team to a six-game winning streak, continues to impact the Knicks' ratings on MSG Network. Last night's win over the Raptors, in which Lin hit the game-clinching shot, peaked at a 7.84 quarter-hour Nielsen household rating (579,204 households) and finished at a 4.66 household rating (344,272 households), the highest-rated Knicks game on MSG Network since Carmelo Anthony's debut on February 23 last season (6.75 HH; 507,285 households). MSG Media is part of The Madison Square Garden Company (Nasdaq:MSG), a fully-integrated sports, media and entertainment business.

Through five games — all Knicks wins — in which Lin has been the starting point guard, the Knicks' average household rating on MSG Network has increased 87% (3.39 HH; 250,447 households) compared to the previous 20 games (1.81 HH; 133,719 households). With Lin in the starting lineup, the team has scored household ratings of 4.66 (February 14 at Toronto), 4.17 (February 11 at Minnesota), 3.05 (February 10 vs. Los Angeles), 2.68 (February 6 vs. Utah) and 2.41 (February 8 at Washington).

The winning streak has also spurred a 68% increase in the average season-to-date household rating compared to the first 25 games on MSG Network last season (2.13 HH vs. 1.27 HH). The five games in which Lin has started also represent a 59% increase over the average season-to-date household rating (3.39 HH vs. 2.13 HH).

At last night's telecast's peak between 9:30 p.m. — 9:45 p.m., the P2+ ratings, which measure the number of viewers over the age of two, hit 843,276 total viewers.

The "Ford Knicks Post-Game Show" scored a 3.67 household rating, the highest Knicks post-game rating on MSG Network since 2004, when post-game ratings were officially kept by the network. Through 25 games on MSG Network, the post-game show is averaging a 0.97 household rating, up 80% compared to the 2010-11 ratings (0.54) in the same time frame. The post-game show for Carmelo Anthony's debut in 2011 drew a 1.90 household rating.

Friday night at 11:00 p.m., immediately following the Knicks-Hornets game and post-game show, MSG Network will premiere "Jeremy Lin: To The Point," a 30-minute program featuring an in-depth interview with Lin. Knicks broadcaster Spero Dedes will conduct the interview.

The Knicks face the Sacramento Kings tonight at Madison Square Garden for a 7:30 p.m. matchup on MSG Network. MSG Network's coverage starts at 7:00 p.m. with "Visa Knicks Game Night" and continues immediately after the game with the "Ford Knicks Post-Game Show."

As the exclusive local television home of the New York Knicks, New York Rangers, Buffalo Sabres, New York Islanders, New Jersey Devils, New York Liberty and New York Red Bulls, MSG Networks telecasts nearly 700 live professional games per year. MSG Networks also telecasts 150 live college basketball games and 50 live college football games from top national conferences (SEC, Pac 12, Big 12), as well as other award-winning original programming. MSG Networks has won 63 New York Emmy Awards over the last four years, more than any New York station or network.

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The MSG Network logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8084>

CONTACT: The Madison Square Garden Company

Dan Schoenberg / 212-465-6367

Brian Fisher / 212-465-6754



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