The Madison Square Garden Company and Duracell Powermat Announce New Arena-Integrated Marketing Partnership

Duracell Powermat Named the Official Wireless Charging Partner of Madison Square Garden, New York Knicks, New York Rangers and New York Liberty

NEW YORK, Jan. 9, 2012 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (Nasdaq:MSG) and Duracell Powermat announced a new arena-integrated marketing partnership today making Duracell Powermat the official wireless charging partner of Madison Square Garden, the New York Knicks, New York Rangers and New York Liberty. The partnership will place Duracell Powermat wireless charging systems throughout The World's Most Famous Arena, including integration in the Arena's currently underway comprehensive, top-to-bottom Transformation, allowing Knicks and Rangers fans to always be powered up when attending games and other events at the Arena.

The industry-leading wireless charging system will be showcased throughout The Garden, including product integration into the new suites and club spaces, as well as a dedicated "Duracell Powermat Powerzone" where event attendees can charge their electronic devices during events. Duracell Powermat receivers will also be available for purchase at the retail stores within Madison Square Garden, so fans can continue to charge their wireless devices with ease outside of The Garden.

"Enhancing the fan experience by integrating state-of-the-art technology is a key component of Madison Square Garden's Transformation," said Scott O'Neil, president, MSG Sports. "The event experience is incredibly social today, with fans constantly using their phones to share content and information, and connect with one another. This partnership with Duracell Powermat will ensure that fans at Knicks and Rangers games will always be charged up while watching their favorite teams and never miss the chance to share their experience with friends."

"2012 will be a pivotal year for Duracell Powermat as we embark on an ambitious undertaking to bring accessible power to networked venues in well-known consumer locations. As one of the most iconic arenas in the world, Madison Square Garden is a fitting venue to kick off this exciting initiative," said Ron Rabinowitz, CEO of Duracell Powermat.

As part of the partnership, the new Event Level Suites that debuted in the first phase of the three-year Transformation in October and the Madison Suites, which will come online for the 2012-13 seasons, will have Duracell Powermat wireless charging products available for guests to utilize. The new Delta Sky360 Club and 1879 Club Presented by J.P. Morgan, which are exclusive spaces for the holders of the top Knicks and Rangers season tickets, will both also offer fans the ability to wirelessly charge their electronic devices. Duracell Powermat will also turn one of the new Viewing Areas on the 8th floor of the Arena into the "Duracell Powermat Powerzone." The area will be fully branded and feature product integration throughout, such as the placement of Duracell Powermats on the drink railings where fans can stand and enjoy food or beverages and watch the game.

The new marketing partnership also provides Duracell Powermat with prominent brand exposure in-arena, including promotion on LED signage and the new IPTV system at all Knicks and Rangers games and select concerts, as well as a feature on GardenVision, the center-hung scoreboard. The company will also receive inclusion across MSG's digital assets, including brand integration in consumer-directed event emails, as well as integration on the MSG website and the MSG Insider mobile application.

About The Madison Square Garden Company

The Madison Square Garden Company 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 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 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, as well as MSG Action Sports, an action sports and lifestyle division. 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, 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 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 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. More

information is available at www.themadisonsquaregardencompany.com.

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

About Duracell Powermat

Duracell Powermat is the heir to two industry-shaping pioneers: Duracell and Powermat. As part of the Procter & Gamble Company (NYSE:PG), Duracell has been powering people around the world for more than 40 years, whereas Powermat brought the wireless charging category to life with the introduction of ground-breaking products in 2009. Together the two companies are shaping the wireless charging revolution under the Duracell Powermat brand. The first company to address the growing power needs of consumers in a world increasingly reliant on battery-draining smartphones, Duracell Powermat provides real-life power solutions for consumers both at-home and on-the-go. The Duracell Powermat joint venture began operation in January 2012, with P&G's Ron Rabinowitz as its CEO. For more information, please visit www.duracellpowermat.us

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Source: The Madison Square Garden Company; Duracell Powermat

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