

The Coca-Cola Company and Madison Square Garden Celebrate 100 Years of Partnership

New Expanded Deal Makes Coca-Cola a Madison Square Garden "Signature Partner"

New Agreement Builds Year-Round Presence for Coca-Cola Across All Madison Square Garden Sports and Entertainment Properties in New York

Includes Exclusive Non-Alcoholic Beverage Rights and Branded Concessions in Renovated Madison Square Garden

NEW YORK, Mar 23, 2010 (BUSINESS WIRE) -- Madison Square Garden and The Coca-Cola Company announced today a new expanded long-term marketing partnership that continues the 100 year relationship between the two companies - believed to be one of the longest running marketing partnerships in sports and entertainment. Coca-Cola will be the exclusive non-alcoholic beverage partner for all of Madison Square Garden's New York based venues, including The Garden, Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre. The partnership also includes an expanded presence for Coca-Cola into Madison Square Garden's entertainment platforms and makes Coca-Cola an MSG "Signature Partner" with a significant presence across all its properties, including its iconic New York venues, professional sports teams - New York Knicks, Rangers and Liberty, television networks - MSG, MSG Plus and Fuse, as well as a strong presence in the planned Madison Square Garden renovation. "For more than 100 years, Coca-Cola and Madison Square Garden have shared the same passion to refresh and enhance entertainment and sports experiences for the people who enjoy them," said Sandy Douglas, president, Coca-Cola North America. "This expanded, landmark partnership combines the world's greatest beverages with some of the finest facilities, teams and properties in all of sports and entertainment, and allows us to create even more programs designed to bring people closer to the events and experiences they love." "Our partnership, bringing together one of the world's most dynamic and diverse sports and entertainment companies, Madison Square Garden, and the world's largest beverage company, Coca-Cola, is a perfect match," said Hank Ratner, president and CEO, Madison Square Garden. "We are proud to significantly expand our relationship by making Coca-Cola Madison Square Garden a 'Signature Partner' for our planned state-of-the-art Garden renovation, and look forward to seeing the familiar presence of the Coca-Cola brand across our teams, entertainment products, venues and networks." Added Scott O'Neil, president, MSG Sports: "Coca-Cola is a partner we cherish, with beverages we love to drink and a brand as strong and powerful as the city we call home. After 100 years of refreshing the fans of Madison Square Garden, our storied brands continue to share a passion for creating lasting memories and happiness for our customers. We are thrilled to have Coca-Cola continue providing the world's best beverages to our fans at 'The World's Most Famous Arena.'" Coca-Cola and MSG's partnership will continue into the renovated Madison Square Garden, where Coca-Cola will be the exclusive non-alcoholic beverage partner and help design custom-branded concession stands throughout the building. The MSG renovation is expected to be a comprehensive, top-to-bottom transformation of the building that will enhance the experience for customers, athletes, entertainers, fans, suite holders and marketing partners. The new state-of-the-art facility is expected to include improved sightlines and more comfortable seats, additional entertainment and dining options, a variety of new amenities, and a restoration of the Garden's distinctive and celebrated ceiling. In addition, there will be 20 new event level suites, 58 lower level suites and the new Delta Event Level Club. The partnership provides Coca-Cola with an extensive brand presence across MSG's entertainment platforms, highlighted by a presenting sponsorship of the "Fuse Presents" concert series, which includes live telecasts on national music television network Fuse of marquee musical acts. Coca-Cola will receive brand exposure in-venue, on Fuse and on Fuse.tv. Previous "Fuse Presents" concerts have included John Mayer, Dave Matthews Band, Kanye West, Fall Out Boy and Jay-Z. Additionally, Coca-Cola will become an Official Partner of the Absolut Concert Series at Madison Square Garden, presenting sponsor of the Concert Series at the Beacon Theatre, and an Official Partner of Radio City Music Hall and the Radio City Christmas Spectacular. MSG's lineup of iconic New York City venues account for 84% of all concert tickets sold in the NYC metropolitan area each year, with Madison Square Garden alone accounting for 50%. Coca-Cola will continue as the "Official Soft Drink" of the Knicks, Rangers and Liberty, and become an Official Partner of College Basketball at MSG, which recently celebrated its 75th Anniversary at the arena. In addition, the partnership includes on-site brand integration at all concession stands and additional digital and static signage in MSG's New York venues, as well as integration on MSG network and MSG's collection of websites. To celebrate 100 years of partnership Coca-Cola and MSG will giveaway "100 Moments of Happiness" to fans, including tickets to sporting events and concerts, as well as MSG memorabilia and Coca-Cola product. Go to MSG.com/happiness for more information.

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. 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. Together with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 14 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. Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6224397&lang=en>

SOURCE: The Coca-Cola Company

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