

The Radio City Christmas Spectacular Celebrates the 2010 Holiday Season With a Coast-To-Coast Christmas in August Kickoff

JOIN THE WORLD-FAMOUS RADIO CITY ROCKETTES ACROSS THE COUNTRY AND ON-LINE AS THEY 'KICK ACROSS AMERICA' IN SUPPORT OF THE GARDEN OF DREAMS FOUNDATION

NEW YORK, July 28, 2010 /PRNewswire via COMTEX News Network/ -- MSG Entertainment (MSG) announced today a nationwide kickoff to the holiday season as the world-famous Radio City Rockettes "**Kick Across America**" in celebration of the 2010 *Radio City Christmas Spectacular*. On Thursday, August 12 the Rockettes will kick coast-to-coast in eight of the 26 cities in which the *Christmas Spectacular* will play this season. No matter where you are, either in-person or on-line, you can participate in spreading the magic of the *Christmas Spectacular* as our coast-to-coast kick-line will benefit deserving families.

This year, for the first time, we will expand our annual "Christmas in August" event outside of New York to include a select number of cities where the 2010 Arena tour will stop this holiday season - New York, Los Angeles, Colorado Springs, Salt Lake City, Phoenix, Wichita, San Diego and Fresno. Patrons in New York are encouraged to join in the "Christmas in August" festivities in front of Radio City Music Hall on Sixth Avenue at 1:30PM and kick up their heels with this legendary dance company. The event will continue at the same time across the country in the other participating markets (specific city event times and locations listed further below) immediately following.

To give as many people the opportunity to participate as possible, the *Christmas Spectacular* has expanded their digital footprint by inviting fans worldwide to join the kick-line, either in person or on-line, at www.radiocitychristmas.com and 'kick for a cause'. Patrons will be able to 'click and kick' to give the first gift of the Christmas season. If one million kicks are generated on the on-line kick counter, the Garden of Dreams Foundation, a non-profit charity that works closely with all areas of Madison Square Garden to make dreams come true for kids in crisis, will send deserving children and families across the country to see this magical holiday production. Additionally at the event, Capital One Bank, presenting sponsor of the *Radio City Christmas Spectacular* in New York City, will present \$10,000 by Manhattan market president, James Covington, to the Garden of Dreams Foundation to kick off the "season of giving" at Radio City Music Hall.

Patrons are encouraged to share their best kicks through the *Christmas Spectacular* social media channels, starting today and continuing beyond the event date, through August 30th. On the day of the actual event, selected photos and videos submitted by participants will be posted LIVE online at radiocitychristmas.com:

- **Facebook:** www.facebook.com/radiocitychristmas
- **Twitter:** @getspectacular using hash tag #KICK4CHRISTMAS
- **YouTube:** www.youtube.com/spectacularholidays
- **Text:** KICKNY to 46737

The 2010 *Radio City Christmas Spectacular* will continue to amaze patrons both young and old who have made this cherished production America's #1 holiday show. For 78 years, the *Christmas Spectacular* has been a holiday tradition and features dynamic Rockette performances, breathtaking special effects, dazzling costumes and astounding scenes. Audiences of all ages will experience a whirlwind of Christmas joy without ever having to leave their seats. Both brilliantly grand and genuinely moving, the *Radio City Christmas Spectacular* creates family memories that last a lifetime.

Kick online. Kick on Facebook. Kick on mobile. Kick live-and-in-person. Kick anywhere across the globe and help ring in the 2010 *Radio City Christmas Spectacular* season.

KICKLINE LOCATIONS AND SCHEDULE

NYC	Radio City Music Hall	1:30 PM (EDT)
Los Angeles	Santa Monica Pier	11:00 AM (PDT)
Colorado Springs	World Arena	12:00 PM (MDT)
Salt Lake City	Gateway Mall	12:00 PM (MDT)
	Scottsdale Fashion Square	
Phoenix	Square	11:00 AM (PDT)
Wichita	INTRUST Bank Arena	1:00 PM (CDT)
San Diego	Fashion Valley Mall	11:00 AM (PDT)

Ticket Information - Tickets on Sale Now

The Radio City Christmas Spectacular, starring the Radio City Rockettes, will run from November 5, 2010 through December 30, 2010. Prices range from \$45 - \$105. A limited number of premium tickets are available at \$150 and \$250 and for all performances. Tickets are available online at www.radiocitychristmas.com or at the Radio City Box Office (50th Street and Avenue of the Americas). Box Office hours are Monday through Saturday, 11:30 a.m. to 6:00 p.m. and closed on Sunday. Tickets may also be purchased by calling the Ticketmaster Christmas Hotline at 866.858.0007 or at any Ticketmaster outlets. Ticket prices include a \$4.50 facility charge. Tickets purchased via Ticketmaster are subject to service charges. Please call 1-866-858-0007 for more information.

MSG Entertainment (MSGE)

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. Additionally, MSGE has an ongoing partnership with Cirque du Soleil to create new content and productions for its venues. Wintuk, which premiered in 2007, was built exclusively for The Theater at Madison Square Garden and runs every holiday season. More than five million people attend MSG Entertainment branded events annually including concerts, special events, and family attractions.

The Garden of Dreams Foundation

The Garden of Dreams Foundation is a nonprofit charity that works closely with all areas of the Madison Square Garden, including the Knicks, Rangers, Liberty, MSG Entertainment, MSG Media and Fuse to make dreams come true for kids in crisis. Garden of Dreams partners with local children's hospitals, "wish" organizations and community-based organizations to build ongoing, unforgettable programs for children in the tri-state area who are suffering from devastating illness, homelessness, abuse, hunger, extreme poverty and tragedy.

Capital One Bank

Capital One Financial Corporation (www.capitalone.com) is a financial holding company whose subsidiaries, which include Capital One, N.A. and Capital One Bank (USA), N. A., had \$117.3 billion in deposits and \$197.5 billion in total assets outstanding as of June 30, 2010. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

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