



MSG Sports And MSG Entertainment Announce Multi-Year Marketing Partnership With BetMGM

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BetMGM Named an Official Sports Betting Partner of the Knicks, Rangers and Madison Square Garden Arena

BetMGM to Receive Significant Exposure Throughout Knicks and Rangers Games at The Garden; Will Also be Featured Throughout Knicks, Rangers, Devils and Islanders Broadcasts on MSG Networks

Partnership Marks MSG Sports' and MSG Entertainment's First Comprehensive Foray into Mobile Sports Gaming

NEW YORK--(BUSINESS WIRE)-- Madison Square Garden Sports Corp. (NYSE: MSGS) ("MSG Sports") and Madison Square Garden Entertainment Corp. (NYSE: MSGE) ("MSG Entertainment") announced today a multi-year marketing partnership with BetMGM, naming the sports betting and gaming entertainment company an Official Sports Betting Partner of the New York Knicks, New York Rangers and Madison Square Garden Arena.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211109005575/en/>

"We're excited to be partnering with BetMGM - a leader in the sports betting and gaming entertainment industry - to bring them an unparalleled platform in sports and entertainment," said Ron Skotarczak, Executive Vice President, Marketing Partnerships, MSG Entertainment. "MSG Sports and MSG Entertainment are made up of world-renowned brands that set industry standards for excellence, exposure and engagement- making us ideal partners to help drive sports betting's continued growth."

“We’re thrilled to see the BetMGM brand connected to a space as iconic as Madison Square Garden,” said Matt Prevost, Chief Revenue Officer, BetMGM. “New York is a critical state for BetMGM’s continued growth and I can’t think of a better way to begin our relationship with The Empire State than partnering with The World’s Most Famous Arena and their legendary team franchises.”

As part of the marketing partnership, BetMGM will receive substantial brand integration inside The Garden including courtside and ribbon LED signage, GardenVision features and basket stanchion signage at Knicks games, along with dashboard signage and Zamboni branding at Rangers games. Additionally, BetMGM will be included in content across official Knicks and Rangers digital channels on Twitter, Instagram and Facebook, and BetMGM customers will receive special opportunities to participate in premium experiences at Knicks and Rangers games.

BetMGM will also be featured prominently on MSG Networks during live game coverage of the Knicks, Rangers, New Jersey Devils and New York Islanders, highlighted by a virtual blue line during Rangers games and commercials spots during game telecasts. In addition, BetMGM will appear on digital boards outside of The Garden and MSG Networks, which are on display to the millions of people who walk by The Garden every day.

About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) (NYSE: MSGS) is a leading professional sports company, with a collection of assets that includes: the New York Knicks (NBA) and the New York Rangers (NHL); two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and esports teams through Counter Logic Gaming, a leading North American esports organization, and Knicks Gaming, an NBA 2K League franchise. MSG Sports also operates two professional sports team performance centers – the MSG Training Center in Greenburgh, NY and the CLG Performance Center in Los Angeles, CA. More information is available at www.msgsports.com.

About Madison Square Garden Entertainment Corp.

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment. The Company presents or hosts a broad array of events in its diverse collection of venues: New York’s Madison Square Garden, Hulu Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; and The Chicago Theatre. MSG Entertainment is also building a new state-of-the-art venue in Las Vegas, MSG Sphere at The Venetian. In addition, the Company features the original production – the Christmas Spectacular Starring the Radio City Rockettes – and through Boston Calling Events, produces the Boston Calling Music Festival. The Company’s two regional sports and entertainment networks, MSG Network and MSG+, deliver a wide range of live sports content and other programming. Also under the MSG Entertainment umbrella is Tao Group Hospitality, with entertainment dining and nightlife brands including: Tao, Marquee, Lavo, Beauty & Essex, Cathédrale, Hakkasan and Omnia. More

information is available at www.msgentertainment.com.

About BetMGM

BetMGM is a market leading sports betting and gaming entertainment company, pioneering the online gaming industry. Born out of a partnership between MGM Resorts International (NYSE: MGM) and Entain Plc (LSE: ENT), BetMGM has exclusive access to all of MGM Resorts' U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. Utilizing Entain's U.S.-licensed, state of the art technology, BetMGM offers sports betting and online gaming via market leading brands including BetMGM, Borgata Casino, Party Casino and Party Poker. Founded in 2018, BetMGM is headquartered in New Jersey. For more information, visit <http://www.betmgm.com/>.

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