



Sphere To Feature First-Of-Its-Kind Exosphere Activation With The Radio City Rockettes This Holiday Season

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It's Beginning To Look A Lot Like Christmas In Las Vegas!

The Radio City Rockettes Iconic Precision Choreography To Be Showcased In New Festive Activation Featuring Dancing Wrapping 360 Degrees Around the Venue

LAS VEGAS and NEW YORK, Nov. 28, 2023 /PRNewswire/ -- Sphere Entertainment Co. (NYSE: SPHR) ('Sphere Entertainment') and Madison Square Garden Entertainment Corp. (NYSE: MSGE) ('MSG Entertainment') announced today that the Radio City Rockettes, the stars of the beloved Christmas Spectacular Starring the Radio City Rockettes that runs annually at Radio City Music Hall in New York, will be featured daily throughout the holiday season on the Exosphere, the fully programmable LED exterior of Sphere in Las Vegas. The festive Christmas Spectacular activation debuted overnight, marking the first time the Exosphere has featured dancing wrapped 360 degrees around the venue. The content was developed in collaboration between Sphere Entertainment and MSG Entertainment, both part of the MSG family of companies.

"There is a magic here that we've created with Sphere, and there is a magic that is created by the Rockettes every year in the Christmas Spectacular," said Guy Barnett, SVP, Brand Strategy & Creative Development, Sphere Entertainment. "There is nothing more artful than the Rockettes or more scientific than Sphere, so bringing these two together on the Exosphere in such a unique way is the essence of what we do here at Sphere – uniting art and science to bring wonder to the world. This is particularly exciting because it is the most complex combination of real-life footage and animated content we've created for the Exosphere to date."

"Showcasing the Rockettes precision choreography in such a big way on Sphere is a new first for the iconic dance



company," said Jessica Tuttle, SVP Productions, MSG Entertainment. "This unique activation brings together two brands in the MSG family of companies – one that has been bringing joy to a million fans in New York City annually for 90 years, and one that began enchanting audiences worldwide earlier this year. Having the Rockettes appear as the first live performers to be dancing on the Exosphere is another example of how the Christmas Spectacular continues to push the boundaries of entertainment."

The activation begins with the first Christmas ornament to be displayed on the Exosphere. The top of the vibrant red and gold ornament begins to spin off, revealing, in a nod to the "12 Days of Christmas" number in the Christmas Spectacular, the Rockettes' legs. As the top of the ornament continues to rise, the Rockettes are revealed, at 125 feet tall performing their iconic precision choreography that concludes with their beloved kickline, while rotating around the Exosphere. The creative is meant to be transparent, so the Rockettes backs are visible through Sphere, marking the first time the technique has been utilized on the immersive digital canvas. The ornament closes, and the iconic Radio City Music Hall marquee appears in vibrant neon, replicating the landmark venue in New York City.

In order to achieve the continuous dancing, 15 Rockettes were captured performing in groups of five, giving the Sphere Studios team three clips that were composited together. Those composite clips were then multiplied and stitched together to stretch all the way around the Exosphere. Animated elements, including the ornament and the Radio City Music Hall marquee were added, before a final touch of sparkle behind the dancers.

"We are all about precision," said Danelle Morgan, Radio City Rockette, dance captain and assistant choreographer. "But with Sphere, we really need to make sure that every single thing – from the tip of our finger to the height of our signature eye-high kicks – is completely in sync because of the scale of the Exosphere. It's such an honor to see the Rockettes on Sphere, spreading Christmas joy in Las Vegas while we perform in the Christmas Spectacular at our home in New York City."

The Rockettes footage was shot in New York specifically for the Exosphere by a joint creative team from Sphere Entertainment and MSG Entertainment. The content was conceptualized, developed and created exclusively by Sphere Studios. Behind-the-scenes video of the creation of this campaign was captured in both New York and Burbank, where Sphere Studios is based, highlighting the unique process of shooting and building content for the Exosphere.

Since it was first illuminated on July 4, the Exosphere has captured worldwide attention for its impactful visuals. The Exosphere is covered with nearly 580,000 square feet of fully programmable LED paneling, creating the largest LED screen in the world. The Exosphere consists of approximately 1.2 million LED pucks, spaced eight inches apart. Each puck contains 48 individual LED diodes, with each diode capable of displaying 256 million different colors – creating a vivid new landmark on the Las Vegas skyline.

A staple of the holidays in New York City, the Christmas Spectacular stars the incomparable Radio City Rockettes and features nine show-stopping numbers throughout the 90-minute production. The awe-inspiring show features intricate choreography and thrilling performances that leave audiences with a sense of wonder and amazement. Since it opened at Radio City in 1933, the Christmas Spectacular has brought holiday joy to more than 70 million people from around the world.

Founded in 1925, the Radio City Rockettes are the longest-running precision dance company in America. The Rockettes are world-renowned for their unity, athleticism and iconic precision style combining elements of ballet, jazz, and tap, as well as techniques of modern and contemporary dance. In addition to the Christmas Spectacular, the Rockettes perform annually in the Macy's Thanksgiving Day Parade and the Christmas in Rockefeller Center tree lighting, and have appeared as part of some of the biggest events in entertainment, including the Tony Awards, the MTV VMAs, the NYC Pride Parade, and "Saturday Night Live."

Tickets for the 2023 Christmas Spectacular start at \$49 and can be purchased online at www.rockettes.com/christmas or at the Ticketmaster Box Office at Radio City Music Hall (1260 6th Avenue between 50th and 51st Streets). Service charges apply to internet orders. For groups of nine or more, please contact the Group Sales department at 212-465-6080 or Group.Sales@msg.com. For information about accessible performances, please visit www.rockettes.com/Christmas/accessibility. Visit www.rockettes.com for more information.

For photo and video assets, including a behind-the-scenes look at how this content was created, please click [here](#).

About Sphere

Sphere is a next-generation entertainment medium that is redefining the future of live entertainment. A venue where the foremost artists, creators, and technologists will create extraordinary experiences that take storytelling to a new level and transport audiences to places both real and imagined. The venue will host original Sphere Experiences from leading Hollywood directors; concerts and residencies from the world's biggest artists; and premier marquee events. The first Sphere venue opened in Las Vegas in September 2023, and is a new Las Vegas landmark, powered by cutting-edge technologies that ignite the senses and enable audiences to share experiences at a never-before-seen scale. More information is available at thesphere.com.

About Sphere Entertainment

Sphere Entertainment Co. is a premier live entertainment and media company. The Company includes Sphere, a next-generation entertainment medium powered by cutting-edge technologies to redefine the future of

entertainment. The first Sphere venue opened in Las Vegas in September 2023. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports content and other programming. More information is available at www.sphereentertainmentco.com.

About Madison Square Garden Entertainment Corp.

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment, delivering unforgettable experiences while forging deep connections with diverse and passionate audiences. The Company's portfolio includes a collection of world-renowned venues – New York's Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall, and Beacon Theatre; and The Chicago Theatre – that showcase a broad array of sporting events, concerts, family shows, and special events for millions of guests annually. In addition, the Company features the original production, the Christmas Spectacular Starring the Radio City Rockettes, which has been a holiday tradition for 90 years. More information is available at www.msgentertainment.com.

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