



January 24, 2018

The Madison Square Garden Company and Lyft Announce Partnership

Lyft is Now the Official Rideshare Partner of Madison Square Garden

NEW YORK, Jan. 24, 2018 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (NYSE:MSG) and Lyft today announced a marketing partnership, naming the nation's fastest-growing rideshare company as the Official Rideshare Partner of Madison Square Garden. The agreement provides Lyft with premier brand integration and exposure across Madison Square Garden's unrivaled set of assets, including digital platforms, venue signage and presence in Madison Square Garden as well as discounts for new and existing Lyft users.

"Madison Square Garden plays host to millions of people each year that travel to MSG for a wide variety of sports and entertainment events, making Lyft a perfect addition to our world-class group of marketing partners," said Ron Skotarczak, executive vice president, marketing partnerships, The Madison Square Garden Company. "Lyft shares our commitment to help improve the customer experience by offering and providing transportation to and from our events. As an official partner of The World's Most Famous Arena, we are excited to provide benefits to Lyft that will help drive their business."

"New Yorkers are always on-the-go and Lyft is committed to offering them safe and affordable transportation to their next stop," said Vipul Patel, General Manager of Lyft New York City. "Partnering with Madison Square Garden was a natural extension of our commitment to New Yorkers and made perfect sense after it was named a 2017 Lyftie Award winner, honoring the event venue in New York City that Lyft passengers traveled to most. We look forward to continuing to strengthen our ties with MSG patrons and New Yorkers alike, and provide a convenient and affordable option to get around."

A small icon of a document with a red 'X' in the top left corner, followed by the text "Lyft logo.png".

Lyft will enjoy significant brand exposure at The Garden during Knicks and Rangers games, as well as throughout the entry points into Madison Square Garden. This includes in-arena LED signage, IPTV inside the Arena, featured messaging on MSG's GardenVision and promotional spots on Madison Square Garden's iconic 7th Avenue marquee.

About The Madison Square Garden Company

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment experiences. The company presents or hosts a broad array of premier events in its diverse collection of iconic venues: New York's Madison Square Garden, The Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; the Forum in Inglewood, CA; The Chicago Theatre; and the Wang Theatre in Boston. Other MSG properties include legendary sports franchises: the New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA); two development league teams -- the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and one of the leading North American esports organizations, Counter Logic Gaming. In addition, the Company features the popular original production - the *Christmas Spectacular Starring the Radio City Rockettes* - and through Boston Calling Events, produces outdoor festivals, including New England's preeminent Boston Calling Music Festival. Also under the MSG umbrella is TAO Group, a world-class hospitality group with globally-recognized entertainment dining and nightlife brands: Tao, Marquee, Lavo, Avenue, The Stanton Social, Beauty & Essex and Vandal. More information is available at www.themadisonsquaregardencompany.com

About Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the US population. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

MSG Contact:
Ryan Watson/212-465-5945

Lyft Contact:

press@lyft.com

 Primary Logo

Source: The Madison Square Garden Company

News Provided by Acquire Media