



The Madison Square Garden Company Names Victoria Parker Executive Vice President of MSG Productions

March 8, 2018

NEW YORK, March 08, 2018 (GLOBE NEWSWIRE) -- The Madison Square Garden Company (NYSE:MSG) today announced that respected entertainment executive Victoria Parker has been named executive vice president of MSG Productions, effective March 12. Ms. Parker joins the Company after serving as the head of creative strategy for Verizon's Oath Studios.



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As executive vice president, Ms. Parker will be responsible for overseeing all aspects of MSG's productions business. She will focus on strengthening and enhancing the beloved *Christmas Spectacular Starring the Radio City Rockettes*, including building on last year's successful integration of more immersive elements, which merged immersive technology and the Rockettes more than 90-year legacy. Ms. Parker will prioritize the strategic expansion of the legendary Rockettes brand, including driving the development of a streamlined Rockettes show, to not only showcase the dancers' unparalleled talent, but also allow for a flexible production schedule and year-round promotion. Ms. Parker will also be responsible for the creation and implementation of new proprietary productions and events for MSG venues, including as part of the company's venue expansion plans notably including the "MSG Sphere."

She will manage all financial and operational matters; identify and build key strategic relationships and collaborate with MSG's marketing and sales executives to ensure the successful execution of the company's theatrical productions.

"We are pleased that Victoria will be joining our management team, and bringing her considerable talent and leadership skills to help drive the growth of MSG Productions," said Mr. Lustgarten. "Victoria brings an impressive career in live entertainment, as well as valuable experience with our brands, including the Rockettes. We are confident she will have an immediate impact on our operations, as well as our ambitious plans for growth."

"MSG is home to some of the most powerful and beloved brands in all of entertainment, and I'm deeply honored to be given this unique opportunity to build and grow such a valuable entity," said Ms. Parker. "I have had the opportunity to work with many of the exceptional people at MSG Productions, and look forward to being a part of such a talented team at such an exciting and creative time."

Ms. Parker joins MSG after serving as head of creative strategy for Verizon's innovative Oath Studios, where she developed the go-to-market strategy for a ground-breaking mobile-only entertainment service. At Verizon, Ms. Parker utilized her deep relationships within the entertainment industry to drive content creation and programming for the new platform. Prior to Verizon, Ms. Parker spent 10 years at The Weinstein Company (TWC), where she served as vice president of corporate affairs and senior vice president of theatrical productions. In her role at TWC, Ms. Parker first worked with MSG as an executive producer on "12-12-12," the highly successful Madison Square Garden benefit concert that raised more than \$50 million for the victims of Hurricane Sandy.

During her tenure, Ms. Parker also led the formation of Weinstein Live Entertainment, a brand focused on the creation of family-focused, live

entertainment, which launched productions such as *Finding Neverland*; the *New York Spring Spectacular Starring the Radio City Rockettes* and various music videos, concept albums and documentaries. While at TWC, Ms. Parker worked on release campaigns for multi-award-winning films, sourced corporate sponsorship and marketing partnership deals and oversaw all company events, as well as charitable and political fundraisers, and activations at major global events such as the Super Bowl and the Olympics.

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 Hulu 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 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

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/d0ec7b51-1d97-4523-a355-957159705dff>

