

Knicks Ratings on MSG Network Soar

Saturday's Knicks Game Set a Season High Mark with a 4.17 Household Rating

Knicks' Average Household Rating Up 70% Since Jeremy Lin Was Inserted Into the Starting Lineup February 6

Knicks' Season-to-Date Average Up 71% Compared to Last Season

Knicks' Website and Social Media Platforms See Record Increases During Past Week



NEW YORK, Feb. 13, 2012 (GLOBE NEWSWIRE) -- The "Lin Effect" continues for both the New York Knicks and MSG Network. The team's five-game winning streak, thanks to the astounding play of breakout star Jeremy Lin, has caused a jump in the team's television ratings on MSG Network. Saturday's win over the Timberwolves scored a season high 4.17 Nielsen household rating, the highest-rated Knicks game on MSG Network since Carmelo Anthony's debut on February 23 last season (6.75 HH). Knicks fans also consumed information on the team's newest star in record numbers on the team's and network's websites and social media platforms.

Through four games — and four wins — in which Lin has been the starting point guard, the Knicks' average household rating on MSG Network has increased 70% (3.08 HH) compared to the previous 20 games (1.81 HH). With Lin in the starting lineup, the team has scored household ratings of 4.17 (February 11 at Minnesota), 3.05 (February 10 vs. Los Angeles), 2.68 (February 6 vs. Utah) and 2.41 (February 8 at Washington).

The winning streak has also spurred a 71% increase in the average season-to-date household rating compared to the first 24 games on MSG Network last season (2.02 HH vs. 1.18 HH). The four games in which Lin has started also represents a 52% increase over the average season-to-date household rating (3.08 HH vs. 2.02 HH).

The Knicks have also experienced unprecedented web traffic and social media growth in the past week. From February 5 — 12 web traffic on NYKnicks.com and KnicksNow.com increased more than 550% compared to the week prior, reaching 4.7 million page views, the highest week-to-week increase in history for the sites. Unique visitors to the sites also skyrocketed 364% and video views of highlights and interviews featuring the team's four wins during the timeframe increased 1205% versus the previous week to 672,000 total. Similarly, fans have been clamoring for more information on Lin and the team on social media platforms. The Knicks added 125,000 Facebook likes, the most of any team in the NBA during the seven day period, taking the team's total to nearly 1.5 million. On Twitter the team added 12,000 followers, putting the Knicks at almost 200,000 followers total.

MSG Network's web site, MSG.com, has also experienced a swell in the same time period. Starting February 5, web traffic increased 223% to 393,000 page views, while unique visitors were up 163% and video views up 600% compared to the previous week.

In addition, the Knicks' new mobile application that launched on February 2 has already generated more than 50,000 downloads and ranks in the top five free sports application in the iPhone store. Fans can download the app by calling **KNICKS (**564257) or online at NYKnicks.com or KnicksNow.com.

The Knicks face the Raptors tomorrow night in Toronto for a 7:00 p.m. matchup on MSG Network. MSG Network's coverage starts at 6:30 p.m. with "Visa Knicks Game Night" and continues immediately after the game with the "Ford Knicks Post-Game Show."

As the exclusive local television home of the New York Knicks, New York Rangers, Buffalo Sabres, New York Islanders, New Jersey Devils, New York Liberty and New York Red Bulls, MSG Networks telecasts nearly 400 live professional games per year. MSG Networks also telecasts 150 live college basketball games and 50 live college football games from top national conferences (SEC, Pac 12, Big 12), as well as other award-winning original programming. MSG Networks has won 63 New York Emmy Awards over the last four years, more than any New York station or network.

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The MSG Network logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8084>

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