

MSG Networks Scores in Game 7

Rangers-Senators Game 7 on MSG Registers a 5.74 Nielsen Household Rating -- the Highest-Rated Rangers Game on MSG Since Game 7 of the 1994 Stanley Cup Finals

Devils-Panthers Game 7 on MSG+ Garners a 1.70 Nielsen Household Rating -- the Highest Devils Rating on MSG+ in 11 Years

MSG's Rangers-Senators Telecast Dominates New York Market in Key Demographics



NEW YORK, April 27, 2012 (GLOBE NEWSWIRE) -- MSG Networks' Thursday night coverage of two Game 7 matchups scored ratings that haven't been seen for either team on MSG or MSG+ in over a decade. The Rangers-Senators game on MSG registered a 5.74 Nielsen household rating (424,000 households), making it the highest-rated Rangers game since Game 7 of the Stanley Cup Finals on June 14, 1994 (16.18 HH). The Devils-Panthers game on MSG+ garnered a 1.70 household rating (126,000 households), which is the highest rating a Devils telecast has scored since Game 6 of the Eastern Conference Semi-Finals on May 7, 2001 (2.39 HH).

The Rangers-Senators Game 7 telecast on MSG reached its peak with an 8.49 household rating (627,000 households) between 9:30 p.m. and 9:45 p.m. The telecast also scored high ratings in a number of key demographics. The game's 4.08 Adult 25-54 rating, 5.94 Male 25-54 rating, 3.19 Adult 18-34 rating and 4.31 Male 18-34 rating were all the highest ratings in each demo for the Rangers since May 2004 when Nielsen switched to the Local People Meter rating system in New York. The demos peaked at the following ratings: a 6.61 Adult 25-54 rating between 9:30 p.m. and 9:45 p.m.; an 8.78 Male 25-54 rating between 9:15 p.m. and 9:30 p.m.; a 4.14 Adult 18-34 rating between 9:00 p.m. and 9:15 p.m.; and a 5.37 Male 18-34 rating between 9:00 p.m. and 9:30 p.m.

In addition, MSG's coverage of Game 7 dominated the New York market in three demos for primetime and full day viewing. MSG's primetime (7-11pm) coverage averaged a 3.12 Adult 25-54 rating, topping all other broadcast and cable networks during that time period, including ABC's average (Missing/Grey's Anatomy/Scandal, etc. — 2.97), FOX's average (Touch/American Idol, etc. — 2.62) and ESPN's average (SportsCenter/NFL Draft, etc. — 2.60). MSG's 5.94 Male 25-54 rating and 4.31 Male 18-34 rating for the Game 7 telecast were also the highest ratings across all programs on broadcast and cable networks in the New York market (6am-2am).

Through seven games, MSG's coverage of the Rangers-Senators in the first round of the playoffs averaged a 3.84 household rating, up 59% compared to the first round of the 2008-09 playoffs (2.41 HH), the last time the team played in a seven-game series when the Rangers faced the Washington Capitals (Games 2 and 6 were carried by NBC; all others were on MSG).

Compared to the 2010-11 Eastern Conference Quarterfinals when the Rangers faced the Washington Capitals in five games (three games on MSG), the 2011-12 first round ratings also saw an increase: the household rating is up 34% (3.84 HH vs. 2.87 HH); Adult 25 to 54 is up 12% (2.41 A25-54 vs. 2.15 A25-54); and Adult 18 to 34 is up 18% (1.89 A18-34 vs. 1.60 A18-34).

For the Eastern Conference Semi-Finals of the NHL Playoffs, MSG Networks will produce postgame shows for all Rangers games and for Devils home games.

As the exclusive local television home of the New York Knicks, New York Rangers, New Jersey Devils, New York Islanders, Buffalo Sabres, New York Liberty and New York Red Bulls, MSG Networks telecasts nearly 700 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 recently earned 16 New York Emmy Awards, including 14 for MSG — tops in the New York region for the third year in a row — and two for MSG+. Over the past five years, MSG Networks has totaled 77 New York Emmy Awards, including 69 for MSG — also the most of any New York station or network in that time — and eight for MSG+.

MSG Media, which consists of the MSG Networks (MSG, MSG Plus, MSG HD and MSG Plus HD) regional sports networks and the Fuse Networks (Fuse and Fuse HD), a national television network dedicated to music, is part of The Madison Square Garden Company (Nasdaq:MSG), a fully-integrated sports, media and entertainment business.

About MSG Media

MSG Media is a leader in production and content development for multiple distribution platforms, including content originating from MSG's venues. MSG Media consists of the MSG Networks (MSG, MSG Plus, MSG HD and MSG Plus HD) regional sports networks and the Fuse Networks (Fuse and Fuse HD), a national television network dedicated to music. MSG Media is also responsible for managing interactive initiatives (online, mobile, VOD and iTV) across all business segments. MSG Media is part of The Madison Square Garden Company, a fully-integrated sports, media and entertainment business. The Company is comprised of three business segments: MSG Sports, MSG Media and MSG Entertainment, which are strategically aligned to work together to drive the Company's overall business, which is built on a foundation of iconic venues and compelling content that the Company creates, produces, presents and/or distributes through its programming networks and other media assets. MSG Sports consists of owning and operating sports franchises, including the New York Knicks (NBA), the New York Rangers (NHL), the New York Liberty (WNBA), and the Connecticut Whale (AHL). MSG Sports also features the presentation of a wide variety of live sporting events including professional boxing, college basketball, track and field and tennis. MSG Entertainment creates, produces and/or presents a variety of live productions, including the Radio City Christmas Spectacular featuring the Radio City Rockettes. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in the Company's diverse collection of venues. These venues include Madison Square Garden, Radio City Music Hall, the Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre and the Wang Theatre. More information is available at www.themadisonsquaregardencompany.com.

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

CONTACT: The Madison Square Garden Company

Dan Schoenberg / 212-465-6367

Brian Fisher / 212-465-6754



Source: The Madison Square Garden Company

News Provided by Acquire Media